PRINTER

185 Madison Avenue, New York City

NEW YORK, SEPTEMBER 25, 1930 ... unto the third and fourth generation ...

Logic allows that by reversing the premises the conclusion will be reversed. By substituting "just" for "jealous" and "good" for "iniquity" the second commandment becomes the promise of a rich inheritance for

children. Suppose a school of one hundred pupils, and these gain but one thought that stays with them and elevates their lives.

Suppose the average life of these pupils to be fifty years—then this one helpful thought will have uplifted five thousand years of human life.

Suppose the life of this school to be twenty years—then this school and its teaching will have elevated one hundred thousand life years.

In this country there are 1578 private schools easily averaging twenty years old and enrolling one hundred or more pupils each year. Giving but one good thought to each pupil these schools will have been instrumental in pointing 157,300,000 years of human life to higher standardsin one generation.

Then take that message coming down to the children and the children's children's children and you have a picture of a service rendered to this nation that is beyond computation.

For sixty years we have counted the planning, preparation and placing of school advertising as one of the most important functions of our business.

N. W. AYER & SON, INCORPORATED

Advertising Headquarters

WASHINGTON SQUARE . PHILADELPHIA

Boston . Chicago . San Francisco Detroit London

10c A COPY

ITS BIGGEST YEAR

More than 2,700 advertisers Nearly 10,000 advertisements

21st Annual Edition, about to appear

An unparalleled patronage due to the fact that produces profitable inquiries throughout the year a cost for only one issue.

Most of our advertisers use "Keys"



Continuously consulted by executives, purchasing and other departme managers, superintendents, and all others who investigate, specify at order for upper class concerns representing about 50% of the total bus ness buying power of the U. S.

Upper Class Circulation-More than five times the paid circulation of any other

More than 950 in "over \$10,000,000" class More than 3000 in "over \$1,000,000" class Average of all "over \$100,000" each

Our subscription records indicate that it is now being used by more than 25,00 concerns, but not all the latest edition. Many use one edition for two or more year

Send for A. B. C. audit for full details

THOMAS PUBLISHING COMPANY, 461 Eighth Avenue, New York

Issued Publis June 2

An I

an chi sei the

the

Is the compression to give merch sive in this pother an an find a

the cride of success Wh prying Box a able s

no das

calcular growth have at the de ganize

ganize dealer section

PRINTERS' INK

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLII

NEW YORK, SEPTEMBER 25, 1930

No. 13

Chain Stores Weighed in the Balance

An Exhaustive Analysis, Based on a Nation-Wide Research of How Manufacturers Are Affected by Chain-Store Growth

By M. M. Zimmerman

Sixteen years ago "Printers' Ink" published a series of fourteen articles on chain stores. The articles comprised the most complete information on the subject printed up to that time.

plete information on the subject printed up to that time. An investigation is now being completed that has resulted in another chain-store series—this time laying emphasis on the merchandising problems of manufacturers that the chains have presented. Also, it will attempt to interpret the facts discovered, as to the effect of chain stores on the future of merchandising. The accompanying article is introductory to the series.

Mr. Zimmerman, who is making the investigation and writing the articles, was a co-author of the previous series. In the intervening years he has devoted himself to merchandising problems of manufacturers and has retained his interest in the chains and their significance to this country's business development.

IS the independent retailer finally to succeed in his battle against the chain store—and will chains become so burdened with adverse restrictive and regulative legislation that slowly they will be forced to give up their leadership in retail merchandising to a more progressive independent element? Or is this present controversy to be another of these squalls that lash up an angry sea of hostility only to find after the storm is abated that no damage has been done and that the chain store will continue to ride on to greater progress and to success?

me

81

bus

5.00

What factors are responsible for prying open the lid of Pandora's Box and letting loose such formidable sentiment favoring legislation calculated to curb future chain growth and expansion? What events have suddenly placed the chain on the defensive, forced to combat organized resentment from both the dealer and the consumer in many sections of the country? Why is

the chain now the subject of considerable political controversy in our State Legislatures and in Congress? These are some of the questions which PRINTERS' INK will endeavor to answer in its second chain-store investigation.

Let us retrace our steps a bit and we will find that for the last thirty-five years we have witnessed many forms of agitation carried on for the purpose of keeping trade at home and to preserve the independent retailer and his system of distribution.

First it was the menace of the department store, the subject of considerable agitation as far back as 1895 when the chain was still in the early stages of infancy.

Then came the alarm over the mail-order houses that were going to drain the small town of its resources for the benefit of certain mythical personages in Wall Street and force the local dealer into bankruptcy. Finally came the agitation against the house-to-house

Table of Contents on page 162

canvasser whose reign of popular disfavor was, however, short lived.

Now, with these issues all played out and the unfounded fears having proved both futile and foolish, the wide glare of artificial sentiment is being made to beat down upon the chain stores. This shows every indication of outstripping all former dealer and consumer crusades in point of popularity, intensity of feeling and numbers of crusaders involved.

Politically, the new anti-chain crusade is being used as a vehicle by aspiring politicians and many leaders in Congress. They have sensed its popular appeal because it furnishes excellent campaign material and enables them to wax eloquent against Wall Street and predatory interests, and in behalf of saving the home, the farmer, the

dealer and what not.

State Senator Otto Lange, in his unsuccessful campaign for the gubernatorial office of Iowa, called chain stores the greatest menace confronting the American people. "Legislation is the only remedy," he stated. "Let the legislature pass a law placing a good stiff license on chain stores and when I am Governor, believe me, I will enforce it." "We are going to drive these damnable chain stores out of Louisiana," were the radio remarks of Huey Long, Governor of Louisi-ana. Flem. D. Sampson, Governor of Kentucky, claims that chain stores do not contribute to the growth and welfare of a community, but take away more money than they bring in. E. B. Howard, candidate for the Governorship of Oklahoma, is also using the antichain agitation as one of his platform issues to win votes. Senator Brookhart of Iowa, who sponsored the resolution ordering the Federal Trade Commission to investigate the chain-store systems and methods, and to enact legislation for the purpose of regulating and controling chain-store distribution, Senator Nye of North Dakota, Senator Simmons of North Carolina, and Senator Harris of Georgia are the Senate leaders who favor severe restrictive chain legislation.

So much antagonism has been created against chains that whole

communities have been enlisted to fight their invasion and all manner of charges have been heaped on their heads. The principal charges are that they take money out of the local community-they drive out of business local retailers whose interests should be protected. They tend to "depersonalize" the community. They destroy opportunities for young men. They are producing "a nation of clerks." They pay lower wages than other employers. They do not bear their full share of the local tax load. They practice unfair competition. They tend to-They disorganward monopoly. ize distribution and raise the costs of marketing. They compel manufacturers to sell at less than cost, and they do not save money for the consumer.

As a result of this propaganda mass meetings of independent retailers have been held throughout the South, Middle West and Northwest. Hundreds of thousands of dollars in contributions have poured into the sectional headquarters of the various branches of the antichain movement. At the same time, State after State has passed legislative measures designed to hamper further expansion of chains. To cap the climax, a number of antichain associations have sprung up. Besides the Merchants' Minute Men, sponsored by W. K. Henderson of Shreveport, La., are the National Association to Fight Chain Stores: The National Association of Independent Merchants; The Merchants' Association of the United States; The Anti-Chain Association: The Break-the-Chain Movement and many others.

In all these movements, the organizers have attempted to enlist the full co-operation and support of both the local and national wholesale and retail dealer associations. The National Association of Retail Grocers, representing the most progressive element in the retail field, has refused to support these movements. It claims that the propaganda against the chains is directed by individuals who are interested in the anti-chain store campaigns purely for the personal profit they can make out of it.

Today the m the te

it show

langua



TONGUE



"Lingua franca" they called it in those days when the English Language was being born of a Norman father and a Saxon mother. It marked the slow fusing of two alien civilizations—the meeting ground of dissimilar peoples—for mutual understanding.

Today's business world talks a lingua franca of supply and demand, the meeting of human needs by honestly produced supply, and the telling about it in terms of universal humanity.

The wider the experience of the advertising agency, the more able it should be to talk for its clients in all countries the common success language of the world.

THE H.K. McCANN Company

ADVERTISING



NEW YORK
CHICAGO
CLEVELAND
SAN FRANCISCO
LOS ANGELES
SEATTLE
DENVER
MONTREAL
TORONTO
VANCOUVER
WINNIPEG
LONDON
PARIS
FRANKFORT a.M.

1930

ed to mancaped scipal

they red be epery demen.

n of vages y do f the unl torgan-

rgancosts mancost, r for

randa at reghout orthis of oured rs of antisame

assed d to hains. antig up. linute indere the Fight Assoants;

of the

Chain
Chain
e orenlist
pport
tional
assoiation
ng the
he re-

that chains o are store rsonal of it. It has gone on record emphatically against any anti-chain store movement, believing that encouraging such propaganda is complete confession of weakness and defeats its own purpose.

C. H. Janssen, secretary-manager of the National Association of Retail Grocers, has stated the Association's position as follows:

"The National Association of Retail Grocers believes that the most effective way to combat chain-store aggression is to increase the efficiency of the individual type of distribution and to campaign for the elimination of special advantages which the chains enjoy and the elimination of unfair and uneconomic trade practices."

Meanwhile chain stores have sensed the seriousness of these attacks and have organized to combat the false charges that are being made against them by educational propaganda. Through their association, its leading members and executives have sent out prepared articles to the newspapers and the magazines to prove that chains are not the enemies of a community, but that they are doing a most efficient job of retailing and that they save the consumer a great amount of money. Furthermore, they claim they ask nothing in the way of price concessions beyond the actual savings which they make possible. It is their belief that the chain store performs two functions for the manufacturer which no other distributing agency can perform with equal efficiency. First, it provides the manufacturer with a readymade market, thus saving him the costs of market cultivation. Second, it sustains that market and saves the manufacturer the cost of doing this work at his own expense.

Why So Much Agitation?

Unquestionably, chain stores have contributed much to the history of merchandising and represent the outstanding example of retailing done with the biggest proofs of getting standard merchandise to consumers at lower prices. Why, then, should there be so much organized agitation against

the chain store if it does perform an economic function?

It is the complications and ramifications in our distribution system that have caused this prolonged strife and controversy among the chain store, dealer, jobber and manufacturer. The writer is of the opinion that there must be some solution to this problem, if it is approached intelligently without bias or favoritism. He recognizes the chain store's importance in the field of distribution, but whether the chain will predominate in the future is a question to be determined.

PRINTERS' INK is now in the midst of its second chain-store investigation. Many will recall the first, made in 1914 by two members of its staff. For those readers who were not then subscribers and who had no opportunity to read the series of fourteen articles that commenced with the one entitled "Why Advertisers Must Give Chain Stores Their Serious Attention," it might be well to set forth briefly the object and conclusions of that investigation as follows:

1. The immense strides of the chain-store movement up to 1914.

2. That chain stores were not all alike and all of them are not successful and why.

3. Comparing the boasted efficiency of a chain store and the efficiency of the independent store in its own line.

4. An analysis of the different functions of each.

5. The different influences that had contributed to build up the chain stores and prophesying their permanency. How much "Personality" on the one end and "System" on the other have entered into the management of chains and what part they are likely to play in the future.

6. Tracing the influence of legislation and court decisions and without presumption to tell what may be expected in the future as the result of the past. In other words, to attempt to mark the tendencies of the times and to show what effect they will have on future advertising.

To get at the real meaning of the chain-store movement, we split The "Tho

A minde winder ment,

of na

that '

In tin than to the stock free s

Living ing no into l your s Hand in app

FIGH

and p

Fifth A

WHO WILL BUY?

The time has come, the Walrus said, To speak of many things, Of who will buy my sealing wax, If I cannot sell to kings? (1930 Version)

The answer to a perplexed old Walrus would most assuredly be "Those who have money to spend."

A mighty good answer right now to a couple of hundred perplexed manufacturers of motor cars and silverware, casement windows and building hardware, interior trim and heating equipment, and 194 other products is "House Beautiful Families."

And the same answer applies with particular force to growers of narcissi, Darwin tulips and countless other shrubs and bulbs that will be planted on House Beautiful grounds this Autumn.

In times when sales are hard to get, the select group of more than 100,000 subscribers to House Beautiful offers a better field to the courageous advertiser than did the "kings" of an inflated stock market era. For here are people composing a quality market, free spending but value-wise, whose incomes are far more stable and consistent than groups of spasmodic purchasing power.

Living in homes that average better than \$35,000 in value, building new homes that average even more, remodeling old houses into lovely, livable homes of today, these readers will listen to your story in House Beautiful—because House Beautiful is their Hand Book and Guide to Better Living, best in design and richest in appointment of all periodicals devoted to building, furnishing and planting the home.

HOUSE BEAUTIFUL

EIGHT ADLINGTON STREET

BOSTON MASS

A . Member of the National Shelter Group

BRANCH OFFICES:

Fifth Avenue Building, New York City

Union Oil Building, Los Angeles

Russ Building, San Francisco

Russ Building, San Francisco

3, 1930

ramisystem longed ng the r and is of

is of ust be em, if withrecogortance n, but minate

in the ore inall the memreaders and o read

Attentions of the pot all

d effind the t store

fferent es that up the g their "Perl "Sysentered ins and

of legis and I what ture as other he teno show

on fuing of re split it up into its natural elements and studied them first as individual factors and then in relation to each other and to the whole. We found that chain stores had an economic origin. They were more than the influence of a merchant. They were the growth and expansion of tendencies.

Therefore, we studied the trade environment, the influences that helped and those that hindered chain-store development—the manufacturers clamoring to get business from them; the competition that followed them—in other words, the influence and force that surrounded them.

In our study we carefully went into the functions of the chain stores themselves. Into all their activities—all of the things they did to keep their profits and all the methods which made their enterprise either a success or a failure. Our studies covered financing, buying, *pricing, selling, services, advertising and the rest, and with them the manipulation of trade instrumentalities.

To arrive at our conclusions, we studied the reactions of the manufacturer, the jobber, the retailer and even the representative of the ultimate consumer in Congress.

What the Conclusions Were in 1914

Our conclusions were as follows:

First, that the leading retailers' chains enjoyed many and important advantages over the independent retailers, even when the latter were organized in co-operative associations and corporations.

Second, that the chain will continue to enjoy these advantages and possibly new ones in addition, in greater or less degree for an indefinite period of time if no legislation is enacted or judicial decision handed down condemning certain practices as "unfair competition" or "against public policy."

Third, that many new chains will arise to compete with the older ones, but that the more significant phenomenon will be the still more rapid development of organization among the independent retailers.

Fourth, that the independents and

their combines will progressively adopt the generally superior methods employed by the chains, and that such independents as do not do so will be eliminated and their place will be taken by other merchants.

Fifth, that the eventual supremacy of the independents in cooperation will be established and the chain-store movement checked and perhaps reversed. be this shall the restoration of the middle-man or jobber system of distribution, now passing, though of course on a higher plane of organization, or whether it means a new form of compact organization, will depend upon whether the necessity for it continues.

Here are some of the advantages and disadvantages that investigation brought forth:

Financing: In financing the chains have an advantage over the independent due to the fact that their stock can be, and is, dealt in by the public, and that the stores derive some advertising benefit from that. Also the stock ownership may be scattered and the public thus be taken into partnership. The independent store has no such opportunities. It has to go it alone.

In organization, Organization: the chain has had the great advantage of being able to do business on so large a scale that it can support men of large experience and talents who can divide the work and specialize. The independent man, on the other hand, finds it difficult to be at once a general executive and a specialist on every point. Nevertheless, the chains' advantage is one that cannot extend indefinitely. What the chains have found out about business is being passed along to the independents.

Store Locations: In the locating of stores and operation of renting and handling real estate, the advantages were again with the chains, which often saved store rent and made a profit on their realty operations.

Buying: In the beginning the buying advantages favored the (Continued on page 138)

Thoro

th

5

fir

In lea

cla Ha tha

one

HE

Read by

Thorough Trading Area Coverage Through One Newspaper!

Why One Paper Sells the Milwaukee Market

SOME newspapers carry the most want ads, others the most department store advertising and others the most financial advertising. Each caters to a certain group of readers which it serves best. Few lead in all classifications.

In Milwaukee, however, The Journal leads by a wide margin not only in total display advertising but in all major classifications, and in want ads besides.

Having a circulation reaching more than four out of every five Milwaukee families, The Journal is naturally the one big market place of the community, the only newspaper needed to sell this prosperous market thoroughly.

THE MILWAUKEE JOURNAL

Read by More than Four out of Five Milwaukee Families!

nethand not their mer-

1930

remcoand cked ether ation syssing, igher

ether

npact

upon con-

dealt tores enefit vnerpubship. such go it

ation,
adbusit can
ience
the
indehand,
ace a
ialist
t, the
cant the

locatn of state, with store their

busi-

the the

I'm Thinking About Last Christmas and Wondering

Principally, I'm Wondering About Those Eleventh-Hour Orders

By Donald S. Cowling

Director of Sales, Lucien Lelong, Inc.

AST Tuesday I hauled the old I trunk out of the storeroom and started getting ready for my regular fall trip. There was a lot of stuff piled behind it which hadn't been disturbed for some time, and right on top of that pile of stuff were two rifles and a shotgun.

Strangers to me now, are "Old rusty," "Old Reliable" and Trusty. "Meat - in - the - Pot" — storeroom stuff have they become-and it's all due to changed buying methods.

The furred and feathered folk of field and forest go all secure from me since stock control, sea-sonal purchases, and systems similar slipped slyly in upon

"What?" said my twelve years boss ago the first of August. "Not out yet? You'd better get started. Want everybody to beat you to the holiday business?"

So the first week in August found me with my wares all displayed in the Harrington Hotel in Port Huron and busily writing orders for at once delivery. Orders they were, too, in those days. Merchandise was bought at that time in sufficient quantities to last until inventory time on January first and it was bought to be sold.

There was no thought on the part

of my customers in those happy days about returning unsold merchandise after Christmas. When an order was placed, it was placed, and the merchandise was bought, not borrowed.

All of which is brought to mind as I sit here in the Pullman on the Detroit to Chicago run. From Chicago I'm going to Tulsa, from Tulsa to Dallas, from Dallas to Los Angeles, and so on up and around the circle back to my starting point, and I'm wondering how

I'm going to find things.

The stores in Detroit bought, all right, but they bought as they buy in June, in March, and they all said: "This is just a fill-in, of course. We're not placing any holiday orders yet. We're going to stock your line more heavily for Christmas this year than we did last, but we can't do it yet. See us next month."

Well, there you have it. Twelve years ago I'd finished my trip by November 12, rounded up all the last-minute orders, and was back look-

ing up game laws and oilin' up the old shootin' irons. Buy-ing, for the toilet goods departments, at least, was over, and the store personnel was free to give its collective mind to selling. There weren't many lost



From a Du Pent Fabrikaid Beakiet

Thi

wes . Des thou of

exte Moi A n

can : Moi hour Toda

attra out store every ture out (

More call ' Trib and tion impo Iowa

ister regul

route

This Des Moines street is 350 miles long!

This Des Moines street reaches east to the Mississippi river, west to the Missouri . . . concrete paving all the way. The Des Moines of today really has no city limits. Three

thousand three hundred miles of modern paved highways extend the streets of Des Moines far out in Iowa.

A million and a quarter Iowans can reach the retail district of Des Moines within a one, two or three hour trip via motor car.

Today Des Moines' larger stores attract half of their volume from out of the city. The department stores have charge accounts in every section of the state. Furniture stores deliver by truck without charge, anywhere in Iowa.

More than 200,000 Iowa families call The Des Moines Register and Tribune "our newspaper." Trucks and trains bring them a late edition with news and pictures of all important Iowa happenings. In 851 Iowa towns and on 1,770 rural mail routes, carriers deliver The Register and Tribune with the same regularity as in Des Moines.



The Des Moines Register and Tribune

More than 240,000 Daily Circulation

nas

ra

mer-When laced, ought,

rnind
In on
From
from
as to
and
starthow

find

De-, all they buy larch, said: ill-in, re not pliday

We're your y for year t, but yet. onth."

ago trip 12. the ders, looklaws e old

Buytoilet nents, over, rsongive mind

There lost sales in those days—couldn't have been. Stocks were heavy, all right, and turnover left something to be desired, but the stores did the business.

Last year, to go to the other extreme, the entire domestic organization of Lucien Lelong, Inc., in the United States, was at head-quarters up to one o'clock the day before Christmas, billing, packing, and delivering orders.

Sounds silly, doesn't it? But

it's true. On December 21, we packed at the Chicago office last minute orders aggregating over \$1,800 net and plastered them with air mail stamps on the strength of the post office's assurance that via air mail the packages would reach Los Angeles in time for the stores there to sell the merchandise before Christmas. (They didn'tthey didn't even get on a planewent regular express-and we had a dickens of a job getting the postage money back-not from the post office.)

We have a compact in our line that is extremely popular. It is fairly expensive, as compacts go, and its manufacture entails a good deal of very careful work that can't be hurried.

About the last of last November, the letters and telegrams we received with orders for those compacts began to take on a querulous tone. Our salesmen had been out showing them on their territories since the first of September, every store had seen them and been reminded personally and by mail to get their orders in. Practically all of them had, but not in large enough quantities.

Well, to be brief, we did the
best we could, but we estimate conservatively that our company lost
in the neighborhood of \$25,000
through inability to handle those
last-minute orders, and the stores
probably lost more. True, they
didn't lose every sale. In many
instances they sold the customer
something else. But to balance that
is the undeniable fact that had they
had plenty of our compacts on display there were many more sales
they would have made.

We're going to be ready for those last-minute orders this year, in spite of the fact that the stores that were caught so short last year promise to be good and buy enough this year. With the best intentions in the world, a buyer will be caught in the system. No matter how hard he studies his sales sheets for last November and December, figuring how much greater would have been the totals had he secured all the sales he lost, we suspect that he will find himself right up the same creek again this year.

These random thoughts are not at all a complaint against the Mother Hubbard system. Sitting here in seat 7, car 966, with nothing to do but gaze at the familiar fields and pastures of Southern Michigan, I'm just thinking about last Christmas, and wondering.

A. L. Carmical with Philadelphia "Inquirer"

Andrew L. Carmical, formerly engaged in special promotion work with the New York Telegram, has joined the New York office of the Philadelphia Inquiror, as promotion manager. He was also formerly with Critchfield a Company, Chicago advertising agency, and, before that, was with the Chicago Herald and Examiner as promotion manager.

G. W. Quigley, Advertising Director, Tower Group

George W. Quigley, recently advertising manager of Photoplay Magasine, has been appointed advertising director of Tower Magazines, Inc., New York, publisher of the Tower Group. He was with Photoplay Magasine for twelve years. W. I. Englehart is now Eastern manager of the Tower Group and Miss June Dunham is Western manager.

To Handle Space Buying for Larchar-Horton Agency

Raymond C. R. Noren, vice-president of the Larchar-Horton Company, Providence, R. I., advertising agency, has assumed the additional duties of space buyer. Arthur S. Hassell will be assistant space buyer.

Burma-Vita Company Appoints B. B. D. & O.

The Burma-Vita Company, Minneapolis, Minn., manufacturer of Burma-Shave, a brashless shaving cream, has appointed Batten, Barton, Durstinc & Osborn, Inc., to direct its advertising.

dy for s year, stores st year enough

intenwill be matter sales nd Degreater had he st, we

nimself

in this re not st the Sitting nothamiliar uthern about

h r"

ing.

rly en-rk with ined the adelphia r. He Chicago omotion

tising up

dvertis-ine, has ector of rk, pub-He was twelve Eastern ad Miss ger.

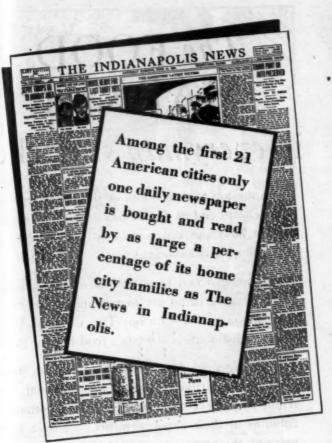
g for icy

resident Prov-cy, has f space e assis-

points

Minne-Burmam, has stine & ising.







Chicago: J. E. LUTZ Lake Michigan Bldg. New York: DAN A. CARROLL 110 East 42nd 8t.

The FOOD MARKET

is everyman's market

From the top to the bottom of the social register, from end to end of the financial scale, all of the market buys and consumes food. The needs of the larder know no social lines.

Newspapers which have built a reader audience for food advertising are logical media for every sales message. In Chicago The Chicago Daily News is distinctively the city's food-buying guide.

In its pages food advertisers...chain, independent, department stores and national distributors place a daily average of more than 20 columns of their announcements...by a large margin the greatest presentation of seasonal food offerings available in any Chicago newspaper.

A guide to YOUR market and YOUR medium.

THE CHICAGOA

Chicago's How wspaper

930



ADVERTISING REPRESENTATIVES:

CHICAGO Home Office dly News Plaza Dearborn 1111

20

ge

nal

VS-

m.

NEW YORK 110 E. 42d St. Tel. Ashland 2770

DETROIT John B. Woodward, Inc. Joseph R. Scolaro 3-241 General Motors Bldg. Tel. Empire 7810

SAN FRANCISCO C. Geo. Krogness 303 Crocker 1st National Bank Bidg. Tel. Douglas 7892

ATLANTA A. D. Grant 711-712 Glenn Bldg. . Tel. Walnut 8902

Member of The 100,000 Group of American Cities

PAILY NEWS

Howspaper



in Oklahoma

A A which may be one of the reasons why Babson's September report lists Oklahoma as one of only three states where sales can be expected to equal or exceed last year.

This also explains why President Hoover found it unnecessary to invite Oklahoma to attend the drouth relief conference.

Oklahoma as one of three states with high sales expectancy, offers through the Oklahoma Farmer-Stockman a master key to this most promising market.

200,447 A. B. C. Circulation

THE ORIANOMA AN

OKLAHOMA

FARMER STOCKMAN

OKLAHOMA PUBLISHING COMPANY
The Daily Oklahoman W.K.Y. Oklahoma City Times
National Representative: E Katz Special Advertising Agency

A

"B

To go e
Sug Nie
Date se
Add. by
Lusprin
Palled 1
Letter 1

percented direct-forget trate ers of full li

The with a gan a answe tively invariation with get un forts:

compa often concer port v dealer Kyani with small it fine keep

portar compa Acc ne brt of re to r.

te

10

e.

ee

X-

h

.

g

ney

Adjusting Consumer Direct Mail to the Needs of Each Dealer

A Plan Which Is Adaptable to Both Large and Small Dealers as Used by the Boston Varnish Company

By Charles G. Muller

"B ECAUSE many dealers in our organization do not carry our full line, circularization of their customers will show a large

mond, advertising manager, experience has shown that, with an exclusive agent in each town forming the distributive organization,

g year with this melling to per red on one permission date, where ye red to one of the line labels. Otherwise the permission will be formed to mend assess. To go use! Ing. No. Done seen	The following has of most in hormonic by the fields when eigenture it have to the flower Ventile Courter of the horse of the flower hours, there is the like, the development nevels special from the sent by PRET CLASH MAIL, hand offermed, and in paint-eventures and in terms of the sent by PRET CLASH MAIL, hand offermed, and in paint-eventures and in terms. Deluxee Mailling on Signature Flower Finish In terms of the sent by the sent b		
Add, by Imprinted by Finant to be Letter to Dealer	GHECK ENCLOSED at the rate of for \$		Smile bigs flow Smile and Product Time and Surv
HAMES	STREET AND NUMBER	NAMES	STREET AND NUMBER

The Kyanize Salesmen Help Dealers Make Out a List of Consumers' Names
Which Are Sent to the Home Office on a Form Similar to This

percentage of waste. What can we do then about giving the trade direct-mail help? Must we just forget smaller dealers and concentrate direct-mail work on customers of those dealers who carry our full line?"

The Boston Varnish Company, with a mailing campaign which began at the start of this year, is answering very simply and effectively such questions as these which invariably face the manufacturer with wide distribution when plans get under way for direct-mail efforts among his dealers' customers.

Believing that an established company's largest accounts very often grow from the smallest, this concern always has tried to support with its advertising even those dealers who stock only a part of the Kyanize line. By working closely with the merchant when he is small and helping him to develop, it finds it comparatively easy to keep his good-will when his importance both to himself and to the company increases.

According to C. A. Dana Red-

direct-mail advertising has the important job to perform of impressing the location of the Kyanize store in his locality on each pros-

"Our problem is one of planning each mail campaign so that it may adjust itself to the needs of any one of our more than 6,000 dealers," explains Mr. Redmond. "It must be designed to bring customers to the store of the merchant who carries our entire line, and it also must bring buyers to the dealer who carries only part of the line.

"Its work in both cases is equally important. for in the first instance, direct-mail effort stimulates sales of all Kyanize products. In the second, the direct-mail effort helps us so to impress consumers and dealers with part of the line that they will become buyers of the rest."

To meet these conditions, the company has divided its 1930 consumer mailings to cover four general divisions of products. These are Kyanize celoid finish, lusta-



This Is the Inside Spread of One of the Folders in Color Which Are Sent to the Names on the List Prepared by the Dealer

quik finish, floor enamel, and floor finish. One or more of these is in the dealer's store—any dealer's. If the retailer is small, he may carry only one. If he is large, he carries all. But large or small, he can use one or more of the four Kyanize mailings, each being a unit in itself which may be sent out separately. Yet all are prepared so that if one consuming prospect does receive all four, the separate mailings appear to be part of a consecutive effort to get the prospect to the store of the local dealer.

So much for the general idea behind this direct-mail effort. Specifically, there have been two interesting results from the particular method of handling this year's mailings. But before looking over these results let us see exactly how an individual mailing is handled.

When the Boston Varnish Company salesman has talked over the ability of letters to consumers to bring customers into the dealer's store, he helps the merchant make out a list of likely consumer names. These names may come from any of the usual sources and are either written down on a specially printed sheet or attached. The sheet of names, which goes to headquarters, carries this printed at the top:

The following list of names is furnished by the dealer whose signature it bears to the Boston Varnish Company at its home office, Everett Station, Boston, Mass., for circularization with special letters to be sent by FIRST CLASS MAIL, hand addressed, and in plain envelopes and is termed DE LUXE MAILING ON KYANIZE CELOID FINISH.

Below is space for the dealer's signature and address, and in the upper left-hand corner are spaces for detailed checking of the mail-

That is, one space allows for insertion of the exact date the dealer desires to have the mailing go out. This permits the com-pany to work closely with the merchant, to send the mailing at the time when it will do him most good, and to tie-up with local events of interest. Other spaces are to be filled in with name of home office worker addressing envelopes by hand, by the person filling in the letters, and by the clerk who imprints them. Another space allows notation regarding word sent to the dealer to inform him that the mailing was handled as requested.

With these data set down on the actual order blank which the dealer himself has signed, there is little opportunity for anyone anywhere along the line to make an error and avoid responsibility. Thus distrib
The to the four of for e introduction in text to it will

Yo

Sept. 4

of mand
No
KYA
um-g
for t
Ju
this
coupe
fund
Im
mowguest
Whi
ard fo

ditions

a spec

up to

This a

as all

with writter apprecent The attenti Kyani velopm in tryiple.

Acceral the free pent ta around throws even to use it-The relationstance To

power the be Kyani offer t

25 cm

1930

is

ig-ar-ce, for to

L

rel-

L

ler's

the

aces

nail-

for

the

ling

om-

пег-

the

nost

ocal aces

of

en-

fill-

lerk

pace

rord

him

as

on

the

e is

my-

Bff

lity.

Thus accuracy in preparing and distributing the mailing is insured.

The four-page folder which goes to the consumer is rimilar in all four mailings. For celoid finish, for example, the following text introduces a coupon offer, while two inside pages of illustration and text tell what the paint is and how it will freshen the prospect's home:

Your walls make or mar your

There you are—it's just a matter of making and keeping your walls and woodwork spic and span. Nothing could be simpler when KYANIZE celoid finish, the medi-um-gloss, waterproof enamel, is used for the finish.

for the finish.

Just glance at the inside pages of
this letter, then make use of the
coupon below.

You'll like the result or we'll refound your money for the empty can.

Inspect your walls and woodwork
now—look around your home—your
guests do. Then use the coupon.

While the quoted text is standard for this letter, the company sometimes adapts it to local conditions, giving an individual dealer a special letter to provide a tieup to a special local function. This adds force to the letter. Too, as all mailings go in an invitation size envelope of good stock, plain with no corner card, and handwritten-their strong effect can be appreciated.

The coupon to which text calls attention is an essential part of Kyanize mailings. It is the development of years of experience in trying to get prospects to sam-

According to Mr. Redmond, several things ordinarily happen when free paint is offered. The recipient takes the can home, lets it lie around for a while, and then throws it into the ash can without even trying it. Or he attempts to use it—with an old or dirty brush. The resulting job is poor, and he blames the paint. In either instance, the sampling fails.

To avoid these pitfalls and yet to take advantage of the basic power of sampling, the coupon at the bottom of the first page of Kyanize letters puts the sample offer to the consumer in this wise:

Special-full half-pint and brush 25 cents. Here's a very generous trial offer your dealer will honor on presentation of this coupon. One full half-pint can Kyanize celoid finish regularly 50 cents, and one fine ruber-set brush (1½ inch size) regularly 25 cents. Total regularly 75 cents; value of this coupon 50 cents. Pay in cash only 25 cents.

"By using such a coupon and making such an offer," says Mr. Redmond, "we accomplish three things necessary to make the mailing effective as a sales developer.

First, by charging 25 cents instead of giving the sample away, we assure ourselves and our dealers that the paint is going into the hands of people who want it suf-

ficiently to pay for a trial.
"Second, by providing a new brush with the sample can of paint we insure a satisfactory paint job to these users.

Third, because the can is comparatively small, users will-if they like the sample-have to return to the store for more when doing a large job.

"The main point is that almost universally dealers have found that if people will accept the coupon offer, they will return for more paint."

All four mailings are essentially the same, being composed of fourpage folders, the first page of which briefly calls attention to the coupon carried at the bottom. Each sample offer includes a new brush and a small can of paint. And each offer calls for a small payment by the prospect.

This plan was radically changed this year without disturbing the general form, and with excellent results from the viewpoint of the The change was from company. The change was from providing letters absolutely cost free to the dealer to charging him the one cent more required to mail the letters first-class.

This change from a free campaign to one costing the dealer some money made a remarkable difference all along the line of the campaign, from the attitude of the dealer toward his mailing list to returns from actual mailings. In the first place, under the old plan by which the company paid all expense involved, dealers took fewer pains in preparing their lists. quently they would refer the Kyanize salesman to the phone book and tell him to work up a list for them. This easy attitude has changed since, on the sheet signed by the dealer, the following paragraph has been added:

In furnishing this list the dealer, by his signature, agrees to pay to the Boston Varnish Company and to enclose sufficient remittance with this list to cover one-half the postage cost amounting to one cent for each name included on this list on condition that the Boston Varnish Company supply letterheads, envelopes, addressing (by hand) and first-class postage for which dealer pays herewith one-half of postage cost only.

In a black bordered box the dealer sees: "CHECK ENCLOSED FOR \$... at the rate of one cent for each name on list. NO MAILING WILL be done unless remit-

tance is received.

Not only then is the dealer impressed by having to make a small payment for every name on his list—at no additional cost in book-keeping to the company since cash must accompany the dealer's signed mailing order—but, second in the advantages of the new plan, the submitted list is so carefully checked that returns from the post office are nil.

Though the company for the last ten to twelve years has been providing similar free mailings, there was none of the expected kick-back from this small dealer charge for each mailing. That there was no objection is partly due to the fact that Kyanize salesmen were carefully told the whys and wherefores of the new plan so that they could explain it to the

dealer.

Not only was there no objection, but more dealers than ever before —2,100 or approximately one-third of the company's dealer list—took advantage of the opportunities provided by the mailings. For \$10 the dealer could circularize 1,000 prospects, and for \$40 he could reach this group four separate times. No restriction whatever was laid on the number of names.

"While there has been no restriction on size of the mailing list which the dealer may ask us to circularize," says Mr. Redmond, "we feel that the one cent cost to him effectively limits his selection of prospects. Yet, in cautioning our salesmen in regard to allowable size, should we suggest for a certain dealer 200 names as ample and then find he has asked for 400 we go right ahead and mail to the 400 names.

"That response of dealers to this direct-mail program has been so enthusiastic, we attribute partly (1) to the fact that the slight cost has created a greater appreciation of what the company is offering, partly (2) to the fact that each mailing goes in a plain envelope addressed by hand and travels first class, and largely (3) to the fact that most Kyanize dealers have had a successful return from similar direct-mail effort undertaken in

past years.

"In a recent circular sent to our trade to get information on a proposed form of general advertising, we included a question as to what form of present advertising best assists the dealer in increasing sales. Dealers in the great majority of cases placed our directhelp mail first, which rather conclusively indicates to us that returns from direct mailings must continuously have been pulling for our dealers, a large part of our trade being made up of merchants who have dealt with us for a long

"Too, we believe our direct-mail work to be effective further in that it brings very tangible proof to the dealer that we are co-operating with him. The appearance of a customer in his store bringing a coupon taken from a letter sent under the store's letterhead direct from our headquarters is concrete evidence to him that we are doing our share to help him get business. One prospect in the store is far more impressive than a dozen salesmen's talks about how much we are co-operating.

"As further evidence that our direct-mail campaign—which can be used any time during the year that appeals to the dealer—has won trade appreciation, is the fact that the coupons offered in each letter have no redemption value. Dealer, and jobber as well, handle the sampling at no profit whatever."

Nationa

1930 etion ning

nple for mail

this

SO

rtly

tion

ing,

lope

fact

had ilar

OUL

oro-

ing, hat

best

ing ma-

ecther

hat

for

our

ong

nail

hat

the

ent

ect

ess. far zen ich

our

ear on hat

ter er, the

There are no magic media

A stranger to the ways of advertisers could fairly be excused the assumption that some of them believe in magic. And who could blame him? Flow else explain their acceptance of the claims and statements in much media promotion? Only Merlin himself could bring them true.

Every great metropolitan newspaper is a good advertising medium, and its relative importance as such has but one dimension—circulation. And that circulation in turn has but one dimension—mass. The newspaper advertiser's formula is simple enough if he will but accept it—more readers assure more money and hence a greater potential of results.

In Chicago the Chicago Evening American is in its tenth year of circulation leadership in its field. Over 100,000 more people buy it than buy any other Chicago evening paper—which means that many more chances of selling your product.

In the first 8 months of 1930 the Chicago Evening American's circulation averaged 550,232 copies daily — 111,569 more than the daily average of the second evening paper.

CHICAGO EVENING AMERICAN

a good newspaper now in its TENTH
YEAR of circulation leadership in
Chicago's evening field

National Representatives: RODNEY E. BOONE ORGANIZATION



shouting about its being a buyers under the market. For everything under the airlanes. And countless stories of mighty clever buying.

That's great! But selling the things you've bought (or manufactured from them) is the real job!

And that's where the New York
Market, the Boone Man, and the
Evening Journal fit in.

The biggest, wealthiest and most responsive single market anywhere.

The Boone Man can tell you about it, and of his experiences here with products similar to your own.

Sept.

He k retail

He

du

E

MAIN

NEW CHIC



1930

st

8.

out ere own. He knows New York's jobbers, retailers and the men and women who buy over the counter.

He has helped to plan and conduct scores of merchandising successes. Knows the correct formula for securing real and active dealer cooperation.

What he has helped others to accomplish, may indicate how valuable his counsel can be to you.

So why not call in the Boone Man ... to discuss your New York sales?

New York Evening Journal

MAIN OFFICE: 9 EAST 40th ST., NEW YORK CITY REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION NEW YORK, International Magazine Building . ROCHESTER, Temple Building CHICAGO, Hearst Bldg. . PHILADELPHIA, Fidelity Philadelphia Trust Bldg. DETROIT, General Molors Building ... BOSTON, 5 Winthrop Square DETROIT, General Motors Building BOSTON, 3 Winmrop Square
PACIFIC COAST REPRESENTATIVE, H. H. Conger, 5 Third St., San Francisco

America's Advertising LEADER!

The Detroit News With 17,502,464 Lines For First 8 Months of 1930 Again Leads All Other Newspapers in America.

While The Detroit News does not pretend to surpass or equal 1929 advertising records, it is significant that this newspaper in America's fourth city should lead newspapers in markets with twice and three times Detroit's population.

Analysis will reveal that Detroit enjoys a substantial home owning population capable of absorbing great quantities of goods. This element of the population is thoroughly covered by The Detroit News, enabling advertisers to reach it with their selling messages by use of The News, alone.

Advertisers who concentrate their copy in The News are thus able to employ commanding space without sacrifice of coverage and with most economical use of their appropriation.

The Detroit News

THE HOME NEWSPAPER

I. A. Klein, Inc., New York J. E. Lutz, Chicago



- 1

Audit

disappovention
O. Cof the tions, day reteenth ganizal
Octobe them t

any of this ye The Direct tion re resoluti

dispens

holdin have nancin sale er others includi icating And tract purpos courage their the exi

the Borect A that it various ing suc resolution of Advertithem to of such

It is

gest her not in the come of from a le portant ment, so important gathering to be contact they have

More Jolts for "Entertainment" at Advertising Meetings

Audit Bureau of Circulations Abolishes Annual Dinner; Direct Mail Association Bans Liquor as Aid to Selling

By G. A. Nichols

WO more interesting indica-Tions of how the play spirit is disappearing from advertising con-

ventions:

O. C. Harn, managing director of the Audit Bureau of Circulations, wrote the members the other day reminding them of the seventeenth annual convention of the organization to be held in Chicago, October 23 and 24, and informing them that "it has been decided to dispense with the annual dinner and any other entertainment features this year.

The board of governors of the Direct Mail Advertising Association recently adopted the following

resolution:

Whereas, various organizations holding conventions and exhibits have adopted resolutions discountehave adopted resolutions discounte-mancing excessive, lavish and whole-sale entertainment of customers and others by exhibitors at conventions, including the dispensation of intox-icating liquors; And whereas, such practices de-tract from and tend to defeat the purpose of such conventions, dis-courage companies from sending their representatives and put upon the exhibitors unwarranted and un-necessary excense:

necessary expense;
Now therefore be it resolved by
the Board of Governors of the Direct Mail Advertising Association
that it endorse the action of these
various organizations discountenance. that it endorse the action of these various organizations discountenancing such entertainment and that this resolution be brought to the attention of all exhibitors at Direct Mail Advertising Conventions, requesting them to co-operate in the abatement of such practices.

It is totally unnecessary to suggest here that these two actions are not in the remotest degree the outcome of fanaticism. They come from a lively recognition of the important fact that official entertainment, so-called, has no part in an important and dignified advertising gathering. Both organizations are to be congratulated on the stand they have taken.

The annual dinner of the Audit

Bureau was regarded a few years ago as being the official quasi-social event of the year for the advertising elite of the country. Here was the time when publishers, advertising agents and advertisers could meet in somewhat formal style, have a rather poor dinner and then listen or pretend to listen to a couple of speeches by imported notables.

Conducted in this way the event was no better, and certainly no worse, than could be encountered in other business organizations. It seemed to be tied up with the good old American custom of making oneself as uncomfortable as possible once in a while by doing conventional things that nobody enjoyed and for which no real ex-cuse had ever been found.

As time went on, however, the dinner, deadly in its dullness, and harmless as it was dull, took on features that could be described rather well by the first "whereas" in the Direct Mail Association's resolution. Publishers' representatives and others brought their customers and prospects in as their guests at \$7 per throw. Why not? Here was the biggest thing of the kind in all advertising and possibly hay could be made by extending the invitations.

A more or less natural evolution was that the gathering gradually descended into an aggregation of impromptu drinking parties.

Chicago bootleggers regarded it as good business to lay in an extra supply for A. B. C. Week and. judging by the visible results, not much of the supply was left.

Over the protests, and not a little to the consternation, of the management the dinner each year has become successively "wetter." During the last couple of years, in mercy to the speakers as well as the alleged audience, programs

have been eliminated and entertainment substituted. This aggravated the condition, if anything.

Last year, in an effort to check the growing misuse of the gathering, the Bureau wrote a letter to all the Chicago members appealing to them not to allow their employees to take liquor to the dinner.

The appeal pointed out the absurdity and incongruity of a comparative few playful souls discrediting the Bureau and advertising in general by cutting up high inks at a function that was meant

to be at least harmless.

During the progress of that dinner I met Mr. Harn in the ballroom lobby of the Stevens Hotel and, trying to say something pleasant, remarked that the latter had apparently made the event conform more closely to the Eighteenth Amendment.

"Maybe you are right," he replied in a discouraged tone, "but personally I can see no difference."

Now that the Bureau's board of directors has abolished the dinner. there are those who will say that the action is a victory for righteousness, and still others who will regard it as indicating that advertising men are a bad and uncontrollable lot. Both suppositions are wrong. The directors are neither puritans nor prudes. And if they had chosen to get rough in the direction of making the dinner dry they doubtless would have succeeded. Phil Thomson and Marco Morrow, for example, could have stood at the ballroom entrance breaths and frisking smelling This would have been pockets. such an entertaining feature that everybody would have submitted cheerfully. Speaking of entertainment, this would be it plus.

The real reason for abolishing this dinner, if my diagnosis is correct, was not that some of the boys and girls insisted on dragging bootleg liquor within its decorous precincts. It was rather that the idea of such dinners (I wonder who invented them, anyway?) is falling down of its own weight. Such events do not mean anything any more; they are relics of the old crinoline and mutton chop

whisker days.

Dinners of this type simply do not belong in the modern scheme of things, particularly in relation to advertising. It is a pretty safe guess that the members of many other business organizations, including advertising bodies, wish that their officers had the courage that has just been shown by the A. B. C. directors.

Maybe conventions are necessary in order that member interest in the organization may be kept up. I was discussing this point in Detroit one day with Frank L. Pierce, secretary of the Direct Mail Advertising Association. Said Mr.

Pierce:

"Yes, you are right when you say that we could send to our members, in book form, the equivalent of each of our annual conventions. But this would not be the same. There is great advantage to be gained in meeting together and discussing problems. In nearly every convention information is brought out spontaneously that probably would never appear in the usual course of events. And then the convention gives the organization cohesion; it affords ocular and sometimes spectacular evidence that the association is a going concern."

All right then, let's have the conventions. But let's cut out all entertainment, including the official dinners which, of course, are not

entertainment at all.

To Introduce Mathis Car in the United States

American Mathis, Inc., has been formed to introduce in the United States the Mathis automobile, a French car of small size. Robinson-Tiffany, Inc., New York advertising agency, has been appointed to direct the advertising of the American Mathis company.

Hints to W. I. Tracy

The Hints Manufacturing Company, Orange, N. J., manufacturer of Hints laxative mints, has appointed W. I. Tracy, Inc., New York advertising agency, to direct its advertising account. Newspapers will be used.

Joins Jordan Advertising Abroad

Charles Browne, formerly with the Macfadden Publications, has joined Jordan Advertising Abroad, Inc., New York. Tril

Sept.

lion

or y

THE NEWS • NEW YORK'S PICTURE NEWSPAPER
Tribune Tower, Chicago • Kohl Building, San Francisco
News Building, 220 East Forty-Second Street, New York



You can use four newspapers to reach one and one-third million families in the New York market... or you can use The News!

, 1930

ly do cheme lation safe many s, inwish

essary est in up. I Detroit Pierce, 1 Ad-

Mr.
you
memvalent
ntions.
same.
to be

and nearly on is that in the l then anizaocular idence

e cone conat all official e not

been States car of New en apof the

npany, Hints W. I. rtising

h the joined New

Dr. John T. Dorrance, Advertiser, Dies

His Career Marks a Brilliant Page in the History of American Business

"HE was a man of unusual originality and resource, and he believed that a change in both product and selling method was necessary for the salvation of the business. He conceived the idea of a condensed brand of soups, and bent all his energies toward this development. . . .

"High executives, including the founder of the firm himself, met the new idea with strong opposition. It was against all the firm's traditions and habits. To go about things differently looked to them like wanton folly.

"But the soups took hold, and, with new selling methods, quickly recouped the losses of the business. All the old products except one were abandoned. Today

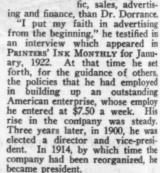
we think of the great Campbell Soup Company only as associated with success, with vast sales, with large advertising appropriations. Few people know that the company came near overlooking its one best bet."

This extract from an article in PRINTERS' INK of October 8, 1914, gives a quick glance into the career of Dr. John T. Dorrance, president of the Campbell Soup Company, who died last week at his home, Pomona Farm, Cinnaminson, N. J. He was fifty-seven years old.

An apt student of chemistry, when he graduated from college he declined offers to join the faculties of the University of Gottingen, Columbia, Bryn Mawr and Cornell, preferring, instead, to enter the employ of his uncle with the then Joseph Campbell Soup Company.

His decision assured American business and advertising the brilliant achievements he has contributed to both. In his career he revolutionized not only an industry but the cooking habits of housewives wherever he was able to reach them with advertising mes-

After his sages. discovery of a new service to the public, he demonstrated his sound understanding of every phase of marketing by his ability to make that service available to the largest number through advertising, quantity pro-duction and low price. No man in the Campbell organization was more conversant with the details of manufacturing, the purchasing of raw materials, packing and shipping, traf-



A distinction of which Dr. Dorrance was proud was the honor bestowed upon him by the chefs of Paris who elected him an honorary member of the Societe de Secours Mutuels des Cuisinièrs de Paris.



Wide World Phote
Dr. John T. Dorrance

HALF-WAY ISN'T FAR

The purposes of our advertising and the activities of our selling force are not exclusively devoted to soliciting business, so far as new prospects are concerned.

That which we solicit is simply an opportunity to show the buyer of printing that the

CHARLES FRANCIS PRESS

» » » can be of real service
» » » to his organization

Why not meet us half-way? Give us this opportunity. It takes but a few moments' time, and may result in your getting a new slant on the possibilities of your printing.

Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue

New York

er,

siness erican

brilntriber he lustry ousele to

meshis new pubrated

rated nderevery eting y to ervice

the ber ertis-

low an in orwas sant ls of

, the raw cking trafertisrance.

tising ed in d in lanue set

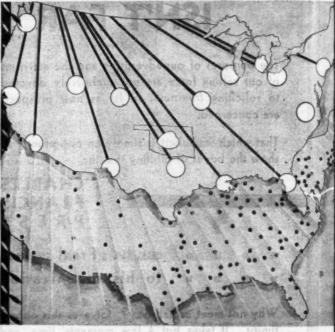
loyed nding nploy His eady. was

oresie the d, he

Dorr beis of prary cours



100% DISTRIBUTION SELECTIVE SELLING



The milline cost of the Oklahoman and Times i waspaper. 7.6 per cent. lower than the average of newspaper he Oklah in the 150,000 to 200,000 group of cities. In the cultivate Oklahoman City Market the Oklahoman and Times il do BO give advertisers approximately 26,000 more circula tion daily, at one-half the cost, than all other to The milline cost of the Oklahoman and Times i

an

minimu In this the cir ghly an ving ad w cost.

ose who the Uni o conce

e Okla oice mo e Oklal aior ma

come, n her ess ost desi

ilies con

no matter which camp you llow—the Oklahoma City Area an IDEAL MARKET!

> HOSE who build markets on the 100 per cent. distribution plan will find: The Oklahoma City Market is one of the richest

areas in America in response to advertising; one of the most satisfying in maximum returns minimum cost, and one of the easiest to travel and to ship In this Market the 100 per cent, distribution plan is matched the circulation of the Oklahoman and Times which, thorghly and alone, covers the 68-mile Oklahoma City Market, ving advertisers a medium of single effectiveness at one w cost.

ose who favor "selective selling" and believe that 59 areas the United States have about 73 per cent. of the buyers, and o concentrate their marketing efforts in those areas will find:

e Oklahoma City Market one of the "red" areas—a first oice market—in their plan of national distribution.

e Oklahoma City Market is the largest of Oklahoma's three ajor markets, and it ranks first in area, population, spendable come, merchandise outlets, transportation facilities, and all her essential indicia that define an area as the leading, ost desirable sales territory in its State.

liles combined, including the third Oklahoma City wspaper.

wspaper he Oklahoma City Market is ALWAYS a good market

wspaper he Oklahoma City Market is ALWAYS a good in the cultivate — and keep. The Oklahoman and Times of Times III do BOTH jobs for BOTH schools of marketing circular perlatively well at ONE low advertising cost.

HE DAILY OKLAHOMAN

E OKLAHOMA PUBLISHING COMPANY

THE OKLAHOMA FARMER-STOCKMAN.

The Emerson B. Knight study of Detroit and area represents an impartial economic audit of 552,764 families. The Detroit Times sponsored this study and now places the information obtained at your disposal.

"THE TREND IS TO THE TIMES"

DKLAHOMA FARMUS-STOCKMAN

[Ed Manus recent

foreig eas' from of the tions questi

"The commer covered "Pre

"We eign co the for times vinside of a work language"In glish s

glish syvantage ticularl to visit large oughly glish la "To

of a greater the sa States. distance more genuity

without than yo domesti "The be ling language

it is in "Seve domesti don't m

2. Sh section signed?

"As a

How to Pick, Pay and Handle Foreign Sales Representatives

Some American Exporters Answer Sixteen Troublesome Questions

[Editorial Note: The American Manufacturers Export Association recently sent a questionnaire to its members concerning their policies on foreign sales representatives. Paintas' INE has secured permission from the association to reprint some of the answers to some of the questions which were included in the questionnaire.]

1. Should foreign sales representatives be linguists?

"They should preferably know commercial language of territory covered."

"Preferably, but not necessarily."
"We generally employ in foreign countries only men who speak
the foreign language fluently. At
times we have sent out men for
inside office positions who had just
a working knowledge of the foreign
language."

"In countries other than English speaking it is a distinct advantage to employ a linguist, particularly if the representative has to visit and interview other than large importers who are thoroughly conversant with the English language."

"To my mind, the requirements of a foreign representative are greater than the requirements for the same work in the United States. These men work at long distance, therefore they have to be more self-reliant, have more ingenuity, and also naturally be more trustworthy. You cannot send a man several thousand miles away without knowing more about him than you would about an ordinary domestic traveler."

"These men should by all means be linguists and should know the language of the country to which it is intended to send them."

"Several years' experience in our domestic business is required. They don't necessarily have to be lin-

2. Should they be natives of the section to which they will be assigned?

"As a rule, we prefer Americans at the head of our foreign offices,

with the greater part of their subordinates natives of the section. We consider it essential that they have some knowledge of American business methods and particularly of our own goods, organization and business system."

"Not necessarily and often not preferably. Americans have best prestige for American lines as factory representatives."

"Very desirable. We are using natives more and more."

"We always prefer to have natives as office managers in foreign countries, with some exceptions, such as Japan, India, etc."

"Employing a native of the section is a distinct advantage provided this native in addition to knowing the territory, habits, customs, etc., of the people also has been trained in the U. S. A., is thoroughly conversant with the American viewpoint and the English language, also can apply this, with proper intelligence, to problems as they appear."

"This is a moot question. We are just beginning to realize though that Americans as a rule do not make good foreign representatives. They are not willing to be away from home for a considerable length of time. It is preferable where possible if the right type of man can be selected to appoint natives of the country, provided they have received a sufficiently long American training."

"It is desirable that they should be natives if the proper type of native can be found. This is often quite difficult."

"No."
"Have found difficulty in thor-

oughly training natives."

3. Should they be educated in the United States and have a knowledge of American business methods?

"American education helpful. Knowledge of American business methods essential."

"Not necessary, but helpful in

the case of a man who is capable of rising to an executive position."

"Yes. In case they have not had a general education in American business methods we always bring them to headquarters for an education in our business and then travel them over the country to a considerable extent visiting other plants and trade shows and conventions."

4. Should any restrictions be placed upon age, nationality, etc.?
"We rarely take a man over

"We prefer men not over forty-

five years of age."

"It is my opinion a representative should not be less than twentyfive or over fifty years old at the start."

"No restrictions should be placed other than the natural ones."

"Health and adaptability qualifications more important."

5. Are married men or single men best fitted for foreign service? "Married men with congenial wives best where operating out from central point. Single men if

travel more or less continuous."
"I consider married men best
fitted for overseas service provided
they are not handicapped by an unreasonable or uncontrollable mate."

"Single men are preferable."

"Married men have been found more reliable and stable, as a rule."

"This depends entirely upon the men themselves, conditions and the country to which they are assigned."

6. How much actual sales ex-

perience is necessary?

"Sufficient to prove that the man is a salesman against real competition—say a couple of years as a minimum ordinarily."

"None, since our men begin as inside men in the foreign offices. Sales experience is, however, very

valuable and desirable."

"Of course a thorough knowledge of our line is essential before a man can represent us successfully

in foreign countries."

"By all means a representative should be thoroughly trained in sales work and export practice before being turned loose in any territory." "It is difficult to say; this varies considerably with the individual. Knowledge of the language, adaptability for the country and the proper attitude are more important to my mind than sales experience."

7. On what salary basis do you start your men in foreign sales?
"Seniors about \$6,000; juniors

about \$3,000. Commissions additional in case of senior men."
"Domestic plus about 25 per

"That depends upon the country and the size of the business done

in such country."
"Between \$4,000 and \$5,000
yearly with an opportunity to earn
a larger salary on a performance

"Average \$250 for juniors; \$450 for seniors."

"A living wage in the country involved, as a beginning."

"As a rule from 25 per cent to 33 per cent more than they have received in the United States."

8. Is any provision made for living expenses abroad?

"Traveling expenses paid when away from central point established as headquarters where conditions permit same. No allowance for expenses at that point."

"No, except that salaries are adjusted somewhat according to cost of living of different countries. Also houses have been built in

Japan."

"Provided salary does not adequately take care of a proper standard of living—not extravagant—some provision should be made to equalize the expense of living abroad—especially where double taxation will be experienced."

"Yes, provision should be made

for living expenses.

"Not for men traveling out of a fixed headquarters like those located in Europe, but we pay all legitimate traveling expenses for men traveling large circuits like the Far East."

"No, this is included in the sal-

ary fixed.

"This is usually covered by the salary which is from 25 per cent to 33 per cent more than they have received in the United States, ex-

cept the expense the man which month

Sept. 2

9. Ho the operate "Sen"
Any no offices of

"Ann tributor organ a "In f introdu

of doct "Who ganizate introdu business "Left

"By !

10. D

ment a

man tw

first as:
"Usu

out two

"No."

"We with en All oth definite "Usu into for dependi

representation "For that is require duration

"We unless l term of second "A ve

11. W ment is "No : Compar turn ex "Depo

duty.
return e
"Inva

entirely surroun 5, 1930

varies

vidual.

adapt-

d the

ortant

ence.

o you

uniors

addi-

5 per

ountry

done

\$5,000

o earn

mance

; \$450

ountry

ent to

have

e for

when

estab-

e con-

allow-

point.

re ad-

o cost

ntries.

ilt in

t ade-

proper

trava-

ld be

ase of

where

xperi-

made

out of

se lo-

ay all

s for

s like

e sal-

by the

r cent

have

s, ex-

8,"

les?

cept that we generally pay living expenses for a short period until the man has time to get settled, which may mean two weeks or a month or two."

9. How are your men introduced to the territory in which they will

operate?

"Sent to existing office staffs. Any new posts would be branch offices of those already established."

"Announcement made to our distributors by letter, by item in house organ and by notice in trade press."

"In far away thin territories they introduce themselves with the aid of documents from headquarters."

"Where we have no previous organization or connections men are introduced through banking or business channels."

"Left to the discretion of field

executive."

"By letter from New York."

10. Do you require any agreement about the period of time a man will remain abroad after his first assignment?

"Usually require a man to stay

out two years.

"No." "We are making contracts only with employees going out to India. All others are engaged for an in-definite period."

"Usually an agreement is entered into for about a three-year period, depending, of course, upon proper performance on the part of the

representative." For two or three countries only, that is tropical climates, where we require a contract of four years'

duration.

We do not send a man abroad unless he fully expects to serve a term of three years and probably a second term of three years."

"A verbal consent for two years." 11. What happens if this agreement is broken?

"No penalty provided at present. Company should refuse to pay return expenses."

"Depends upon whether it is because of inability or neglect of duty. In either event, the man's return expenses are paid by us.'

"Invariably services are dispensed with. It, of course, depends entirely upon the circumstances surrounding the case."

12. What is your system of furloughs? (a-Frequency; b-Duration; c-Payment of expenses.) (a) Frequency:

"Not specified in agreements. Practice is every two years."

'At intervals of three years." "Our managers in India get three months' furlough every three years, plus the traveling time from India to the point of their engagement and back."

"Usually a yearly vacation in the territory with return to headquarters at least once in three years unless more often becomes neces-

"In highly tropical countries it is advisable to have the traveler return to the States every three In colder countries this consideration is not so necessary. For example, a man located in Mexico City does not need the same change as a man located in Rio, other than, of course, to keep in contact with the home office, etc. A man located at Rio should have a longer furlough, while a man in Mexico City would be expected to take a vacation yearly the same as if he were here in the United States, the only purpose for his visit here being to keep in touch with latest accomplishments of the business."

(b) Duration: "Duration not specified, but usually allow about a month."

"One month for each year of active service. Longer for men in distant posts to compensate for travel time."

"Duration being at least thirty days, or longer if necessary or would be profitable."

One to two months."

"Up to a maximum of six months for managers."

"Two months if employee not returning to territory; four months if returning."

Duration depends on the place of service and other factors, i. e., a man in the tropics needs a longer furlough than one in London or

Never over one month."

(c) Payment of expenses: 'No expenses during furlough period. Return trip coincides with periodical trip to factory."

"Salary and travel expenses of

man and family are paid."
"If their contract is terminated after three years, they are paid for the three-months' furlough plus traveling time to point of their engagement."

"Payment of expenses to headquarters and while at headquarters, unless headquarters happen to be the home of the individual, in which event he is on his own expense. In any event when at home the expense item is not taken care

"We allow minimum first-class transportation to home and return with small allowance for expenses incurred en route. Traveling time to and from home is included in furlough."

13. How often does a headquarters representative visit your foreign posts?

"Most important yearly; others at irregular intervals, depending upon conditions and developments."

"No definite program. Visits have been too rare. Planning now for greater frequency in future."

"That varies a great deal. Our European offices are visited at least once and sometimes three times a year by officials from headquarters. On the other hand we have offices such as Durban, where we have a very reliable man, which has never been visited in twelve years."

14. Has your experience been that Americans are as satisfactory as natives in foreign service?

"Not necessarily as branch operators, but as resident supervising factory representatives, yes."

"In general, yes. As executives Americans are better. As salesmen of small articles, natives are better. Our general practice has been to use Americans for the more highly technical and the executive positions, but in some places, like Australia, the staff is practically 100 per cent native. It all depends upon the men who are available. Natives are used as far as they can get our general background of policy and are capable."

"We prefer everywhere natives except such countries as Japan, India, etc."

15. If a man does not work out

satisfactorily in foreign service, is he reinstated in your domestic organization?

"Try to place him in domestic

organization."
"Yes, if we feel he simply is wrongly placed and is not actually incompetent."

"No."
"Usually no."

"Yes—he is given a last chance in our domestic work."

16. How do your domestic and foreign salaries compare for the same kind of work?

"Initial assignments to a foreign post pay a salary of approximately \$1,800 to \$2,000 per year, depending upon living conditions in the country to which the assignment is made and also upon the responsibility of the position to be filled."

"Do not differ greatly."
"Domestic plus 25 per cent on the average."

"Foreign salaries generally will average somewhat lower for the same kind of work than domestic."

"Foreign slightly higher."
"This depends on the experience
of the individual and the territory
covered. Generally speaking a
higher type man is required in foreign service except those working
short distances out of fixed headnumeters."

"About the same."

"A difference of about 20 per cent in favor of foreign service."

New York Art Directors to Exhibit Fifty Advertisements

The Art Directors Club of New York will hold an exhibition at the Art Center, New York, from September 29 to October 4 to show fifty advertisements of outstanding merit. Art directors of advertising agencies throughout the country were asked to submit not more than three advertisements and out of those submitted fifty were chosen for the exhibition. These fifty have been selected for recognition in the show not for their particular art treatment but for their excellence as selling unit through the combined effectiveness of their component parts.

To Direct Fisk Rubber Sales

H. C. Hanson, manager of manufacturers sales of the Fisk Rubber Company, has taken over the duties of general sales manager, succeeding C. M. Piper, who has resigned from that position.

vice, is

ic and

or the

foreign imately

ending

ent is sponsiled."

ent on

ly will

or the

nestic."

erience

rritory

ring a

in for-

orking

head-

20 per vice."

rs to

ments

w York

r 29 to

ctors of unt the out more out of sen for we been how not ent but

g units

Sales

nanufacer Com-

that

DURING the month of July, local rotogravure advertising in The

vertising in The Detroit Free Press shows a gain of 11.3% over July 1929.

q

THIS contrasts hopefully and favorably with the loss in local roto lineage throughout the United States amounting to 29.4%.

q

DURING the month of August, national rotogravure lineage in The Free Press shows

an increase over August 1929 totaling 31.9%.

q

WE make this little report not in a boastful mood, but as evidence of an appreciation of the sales value of the rotogravure section of The Free Press and the importance of assured contact with the real buying elements in the Detroit market area.

The Detroit Free Press

VERREE &



CONKLIN, INC.

New York

Chicago

Detroit

San Francisco



Baltimore Street Railways Spending \$3,000,000 for Cars

The new car program of the United Railways and Electric Company, of Baltimore, is the biggest that any company in the United States has undertaken in more than ten years . . . Over \$3,000,000 is being expended within a year in the purchase of 150 cars of the most improved type, and in reconstruction of present cars . . . Further evidence that Baltimore is busy and is growing . . . Yes, Baltimore is enjoying above-average business activity, and The Sunpapers are enjoying a steady increase in circulation, as the figures show.

THE SUNPAPERS in August Daily (M&E) 297,220 5,750 Gain over August, 1929

ited of no fine made the trolley the stre



THE



ust MORNING

EVENING

SUNDAY

JOHN B. WOODWARD, INC. Bowery Bank Bldg., 110 E. 42md St., New York

C. GEORGE KROGNESS First National Bank Bldg. San Francisco

GUY S. OSBORN, INC.
300 Michigan Ave., Chicago
JOSEPH R. SCOLARO
General Motors Bidg., Detroit
A. D. GRANT
Constitution Bidg., Atlanta, Ga.

29

ST V T



SEATTLE

3-129 General Meters Bidg., Detroit, Mich 285 Madises Ave., New York City

in a MARKET? Can Tell You The Post-Intelligencer

in terms of people. We have 500,000 personal-testimony facts on the great Seattle Market. Facts available to every manufacturer through any Post-A market comprises potential buyers . . . and more. "The Seattle Market" means the merchandise and price preferences, buying habits and purchasing power of people. The Post-Intelligencer knows the Seattle Market . . Intelligencer representative.

625 Hearst Bldg., San Francisco, Calif. J. D. Galbraith

MILLION MODERNS IN THIS MARKET! POST-INTELLIGENCER

Asell. how ates The sell how ates The sell how ates The sell how ates The sell how at the sell

1930

Eta Bita Pie—More Merchandising Than Greek

The Estate Stove Company Insists That a Cooking Appliance Salesman Should Know How to Cook

SALESMAN should know the product he is trying to He should know not only sell. how it is made, but how it operates

That's elementary-you'll find it in any treatise on personal selling.

But what does the theory signify in actual practice? We all know that a vacuum cleaner salesman is expected to be able to give a convincing demonstration of how his product performs. A Fuller Brush salesman must know how to use every brush in his line. But what of-let us say-a kitchen stove? Ought a retail stove salesman be able to cook?

The Estate Stove Company recently considered that very question. And it answered the query with a decided and emphatic " Its reasoning ran something like this:

Stove selling is highly competitive. The prospective customer has the privilege of choosing any one of a great many different makes and types, sizes, shapes and colors. Of course, the company believes, and hopes its retail salesmen believe, that the stove a prospect ought to buy is the Estate. problem is to inculcate prospects with the same belief.

From these simple fundamentals, the company proceeded with its analysis to the equally simple basic fact that stoves are made to cook on and that, therefore, cookery is a subject that cannot be avoided in the sale of a stove. Yet, it is a topic that most retail stove salesmen are desperately eager to avoid, for the very natural reason that they know nothing at all about cooking.

Why, the company next asked itself, does the average stove salesman throw up his hands when it is suggested that he learn something about cookery? Undoubtedly, it decided, because to most men cooking is a highly complicated task that only women can ever hope to

grasp.

The problem, then, was first to convince retail stove salesmen that



The Evolution of an Apple Pie as Pictured in the Bulletin of Eta Bita Pie

"they, too" could learn the essentials of cooking; and then to give them these essentials in a manner that would actually be easily digestible mentally.

The scene now shifts to George E. Dunn, sales manager of Estate's

electric range division. For many years, Mr. Dunn had made a scientific study of the art of cookery. One thing which impressed him strongly was the fact that he could not find a cook book which gave directions sufficiently clear and concise to be instructive to one not already a member of the charmed inner circle of chefs. He determined to compile a cook book that would simplify cookery to a point that would enable any person of normal fine results every

The book fitted in perfectly with the company's plans. It was decided to place the material it contained before the retail salespeople of organizations distributing Estate stoves. However, it was realized that if the information were sent out in too big a chunk, it probably would not be carefully studied. Therefore, the company hit upon the plan of dividing the book into a number of short lessons and publishing these in the form of a correspondence course.

Then the company made a move based on sound psychology. Recognizing that a little bit of humor frequently goes a long way in getting over a serious message, it organized the Eta Bita Pie Fraternity. Retail range salesmen are eligible for membership. "It was an easy matter," Walter S.

Rowe, merchandising manager, tells
PRINTERS' INK, "to enroll the entire sales forces of many of our
retail distributing organizations, and
interest in the service has grown
steadily during the eight months
during which we have been operating it."

The correspon-

The correspondence course consists of a series of bulletins, appropriately en-"Bulletin titled: of Eta Bita Pie-The National Fraternity of Male Cooks." At the start, bulletins were mailed one week apart, but they are now being sent every two weeks. It was found that a twoweek interval is necessary in many cases to enable a man to keep up with the work.

"When we apply a little engineering to cookery," the initial bulletin told members of Eta Bita Pie, "we find that it can be reduced

it can be reduced to a few simple formulas and rules. Just a few basic recipes, coupled with a knowledge of the fundamental principles of cookery, are all that you need to know.

"One trouble with the ordinary cook book is that it presupposes that you know how to cook. We are going to presuppose that you know nothing about the subject and that you have an intense desire to learn. We will therefore try to cover the elementary principles of cookery in a thorough manner. We will go about this in a man's way and apply a little engineering to the subject; try and get to the bottom of it and find out what makes the wheels go around."

With this object clearly in view, the company worked out a new style of writing recipes. The usual method is to list the ingredients and



intelligence—male A Fraternity Brother Is Caught in the or female—to get Act of Doing His Laboratory Work and fine results every His Picture Shown in the Bulletin

ľ

They
own
ders
ferer
is du
prope
tiding
eyes
buildi
ity, ir

contra You s uct to larges

Misso

Augu

Exam

over t

LO PUT ells enour and own oths

on-

apenetin

nal of At

tins one

but

be-

was

wo-

any e a

up

ap-

igiok-

tial

em-Bita

hat

ced les.

led da-

are

ary

ses We

you

and to

of We

the om

ew, ew, ual

I'm Not Sure I Ought to Disclose These Facts

THIS epistle of love and devotion will be rather hard on the boys in the crying room. They've had a swell time for the last few months. My own well padded (to give that athletic illusion) shoulders are briny with the crocodile tears of pseudo sufferers who would have me believe that their anguish is due to the country's potward trend instead of their propensity for calamity howling. Now, however, come tidings which should cause the mourners to dry their eyes and achieve a wan smile.

O Los Angeles building permits, those harbingers of secured prosperity, increased 18% in August over July and 17% over August, 1929. Wring that out of your hanky! The Examiner's part in the festival resulted in a 52% lead over the nearest competitor in national building materials and a 28% bulge in local building supplies and You should know it by heart now. If you have a product to sell in this fourth market, sell it through the largest morning and Sunday paper west of the Missouri.

LOS ANGELES EXAMINER
PUT YOUR MESSAGE BEFORE THE MODERNS

then give a short paragraph explaining how to combine them. What Estate does is to arrange the ingredients in the order in which they should be used. Each operation is numbered, the ingredients are listed after each operation number, and then the bulletin gives complete instructions for combining them.

The very first bulletin, after appropriate introductions and explanations of the object of the course, plunged right into its subject. It discussed such matters as the essentials for good cake making, gave a composite picture illustrating the various utensils used for making cakes, gave hints on measuring and then gave detailed directions for making a yellow butter cake.

The bulletins run four pages each. The last page is given over to humorous paragraphs, including a collection of "Fraternity Notes."
The first page is devoted to more or less general material concerning cooking. The two inner pages deal with the modus operandi of making a specific cake or cakes. The student is expected actually to make the cake described in each bulletin; that is his home work. When a fraternity brother advises the company that he has successfully completed the first two assignments, he gets a fraternity pin.

"We feel that we are doing a really constructive job," says Mr. Rowe, "not only for the Estate Stove Company, but for the entire industry. We expect to continue this work without interruption for a long time to come."

S. C. Davidson with H. J. Cowan Company

Sidney C. Davidson, for many years with the publicity and advertising department of the Universal Pictures Corporation and, more recently, with Warner Brothers Pictures, Inc., has joined the H. J. Cowan Company, Inc., New York advertising agency, formerly Cowan & Prindle, Inc.

Gynex Account to Kelly, Spline & Watkins

The Gynex Corporation, New York, Gynex sprays, has appointed Kelly, Spline & Watkins, Inc., advertising agency of that city, to direct its advertising account.

Gem Micromatic Razor Makes Its Debut

SECTIONAL advertising campaign for the Gem Micromatic razor and blade is now starting in several Eastern markets. Newspaper and outdoor advertising in New York, Pennsylvania and in Baltimore and Washington, D. C., will be used for fourteen weeks for these new products of the American Safety Razor Corporation. It is because of limited production that the new razor and blade are being distributed sectionally. It is hoped that production will run ahead by the first of the year so that national distribution can be secured.

Before the new razor and blade were put on the market, 7,392 men in 102 cities tried them. The sets were distributed without any trade name so that the men could try them and give their opinions in an unbiased manner. The men were asked if they found it easy to insert and remove the blade and if they liked its shaving qualities. The results were satisfactory and it was then that production started.

The newspaper advertising analyzes the new features of the set. Enlarged photographs of the razor in various positions are shown with men superimposed at strategic places to point out the special mechanical features.

Retailers are being stocked with the new sets just before the local campaigns break. Arrangements are being made so that they will not be overstocked with old models on hand. No special deals or free goods are being offered to the trade.

"Army & Navy Journal" Moves Advertising Office

The office of Edward L. Kimball, salemanager of the Army & Navy Journal. Washington, D. C., has been transferred to New York. His headquarters will be at 122 East 42nd Street.

Joins Autogiro Company R. W. T. Ricker, formerly with the McLain-Simpers Organization, Philadelphia advertising agency, has joined the advertising department of the PitcairnCierva Autogiro Company of America, of that city.

, 1930

ZOT

sing licrostart-

kets.

nd in

O. C.,

s for

meri
ction

are

It is

run

r so

1 be

men sets rade try

were ind if The was

ana-

set.

with egic

mevith ocal

ents

will dels

free

the

ale-

mal.

del-

the



the Examiner exclusively launch the 10th anniversary sale of Public Food Co.

In point of number of stores the largest in San Francisco, this 150-unit retail grocery organization began its celebrating sales event on Monday, Sept. 15th. (Long experience had proved this newspaper's resultfulness; hence the Public Food's natural choice of the single medium to carry its 8-page section was the

San Francisco EXAMINER

1880 — GOLDEN JUBILEE YEAR — 1930

"EASY- CHAIR



T'S taken for granted that advertisements read at leisu have a more powerful sales appeal, and that the best w to reach "easy-chair readers" is through the home paper.

The trick is to find the "home paper"!

In Boston, circulation figures say it's the Globe.

Not daily figures; they say little. Too many thousands evening papers bought downtown and carried out to suburba local d homes. With two Boston papers selling space only on a more more ing and evening combination basis, no detailed town-by-towner news circulation comparison of Boston daily papers is either accura The who or fair.

Sunday tells the story. On Sunday all papers are bought an read in the reader's neighborhood and all are "home papers

e three rtising a ly circu other same the "ho

ying Po

H

best w

per.



more easily

onthe Proc

at leisu e three Boston papers carrying the largest volume of adtising all publish Sunday editions. One loses 18% of its ly circulation within the 30-mile radius. Another loses 58%. other paper picks up this loss. The third, the Globe, has same circulation seven days a week. Clearly the Globe the "home paper" in the Boston Trading Area.

usands suburba local department stores, keen judges of home leadership, n a more more space in the Globe, daily and Sunday, than in any -by-towner newspaper.

accura The whole interesting story is told in the booklet, "Reaching ying Power in the Boston Market." Write for free copy. ught an

papers HE BOSTON GLOBE

The Slow-Cure for Unemployment!

An eminent British industrialist gives us a first-hand story, telling how his company shares profits with its employees.

A worthy companion to the article which, last month, told of the Procter & Gamble guaranteed employment plan.

Also appearing in the September ROTARIAN of s grou share test. nome in or

In tion tai resp when tang sight probreali are world paciduring shock the control of the control

ed cont ters, their stand top A natu

a la be d' T' such cont cour "Old

"Ol terr hav

Every Salesman Had a Chance in This Contest

Among the Winners Were Seven New Salesmen

By K. Warren Fawcett Of the Willhelm Lubrication Company

THE most common fault of salesmen's contests

lies in the failure to arrange

matters so that every sales-

man has a genuine opportu-

around that fault very neatly.

So neatly, in fact, that out of

eighteen prize winners, seven

were new salesmen and four

were men who had never fig-

ured prominently in contest

fact, be it noted that the com-

pany's sales for the contest

period were 28 per cent higher than for the same

And just as an additional

winnings before.

period last year.

Here is a contest which got

nity to share in the prizes.

MOST sales managers have undoubtedly had the experience of seeing a certain salesman or group of salesmen capture the lion's share of prizes in each sales contest. This rather unfortunate phenomenon may usually be explained

in one of two ways:

In any organization there are certain men who respond more easily when there is a goal in tangible While they sight. probably do not that they realize are not usually working to full capacity, their records during a contest show that with such a stimulus their production increases to a marked degree. Although they may be totally unaffected by "between contest" sales let-

ters, their personal pride in seeing their name near the top of contest standings causes them to work at top speed during such periods.

A second cause is the particular nature of certain territories. Theoretically, there are no big differences between territories-practically, it is usually not true. Strange it would be to find a sales organization whose territory did not include certain "cream spots" where a large volume of business can be depended on.

The most important result of such a condition, so far as sales contests are concerned, is the discouraging effect on new salesmen. "Old timers," who have covered a territory year after year, usually have stored away in a small book or in the backs of their heads a select list of customers who may be depended on for an order in an emergency.

All promoters of sales contests will agree, I believe, that it is of the greatest value to have a new salesman finish high in a final

> contest standing. force.

The effect on the man himself is valuable and the result may be used excellently as a lever on the rest of the

It was, therefore, with the idea in mind of giving every salesman, and especially new salesmen, an equal opportunity to share in the prize money, that we planned a different sort of sales contest. It could not be based on total sales for the reasons mentioned

above. A quota contest would be equally difficult, since quotas must usually be based on previous sales. For other reasons, it was decided that a contest based on increase of business would be unwise. Such a contest would, of course, be advantageous to the business as a whole by building up weak spots but would be unfair to the hardworking salesman producing a large volume of business regularly.

The plan decided upon was this: A contest divided into six separate parts with prizes offered in each part. These parts were so arranged that at least one group of prizes was available to every salesman, no matter what the nature of his territory might be. In each part of the contest six prizes were offered. These ranged from \$50 for

first place, to \$5 for sixth place. Following is a brief description of

each part:
1. Total Sales. This part was based on the volume of business in dollars and was quickly monopolized by the usual group of large producers.

2. Number of Orders. Here was an opportunity for the salesman working in a leaner territory where prospects were poorer but where persistent effort, including many calls each day, can result in a large number of small orders. (It must be remembered that the same \$50 and lesser prizes are offered to the winners in this section that are offered to the big producers.)

offered to the big producers.)

3. Number of Days with Two or More Sales Per Day. This part of the contest was included because of the particular nature of our business. Salesmen work on a straight commission basis and the problem of inducing six full days of work each week is a very important one. It had been seen in the past that four or five good days were usually followed by an extended week-end vacation. The prizes in this section of the contest were therefore offered as a reward to the steady plugger.

4. Accuracy, Completeness and Helpfulness of Daily Reports. Here was a chance for every one and again the same prizes were offered. It so happened that, shortly before, we had introduced a new style of report and this was an effort to induce the men to use them correctly. They are not in any way a record for "checking up" on the salesman but a form of prospect record on which the names of prospects called on are listed together with information which will be helpful to the salesman on his next visit. It can be seen that even the "rawest," "greenest" salesman on the force could win \$50 if he could use this report form in a way that was deemed most valuable.

As a matter of fact, the man who did win first money in this section was one of the newest salesmen on the force. It had been the custom of country salesmen to list merely the post office address of the farmers called on. In most cases, this gave no clue to the actual location of the prospect's home.

This new salesman was working in a particularly rough section of Montana where farms were scattered about in a confusing way. To help himself on future coverage of the territory he made careful notes giving geographic hints as to just how each prospect's farm could be located. Going even further, he made notes as to peculiar characteristics of prospects, the reception he received, likes and dislikes, and dates for return calls.

The above is mentioned merely to show the value which results from injecting into a contest some part of a salesman's work not directly applicable to selling itself.

5. Sales of BM. This section of the contest was based on the sale of a particular item in the salesman's list, the trade name for which is represented by the letters BM. It happened that this item had been more or less disregarded until this contest. Knowing this, the salesmen saw an opportunity to win some prize money easily and this feeling resulted in the whole force starting to sell it. Sales tripled and now, six months after the contest, sales for this item still far exceed those during any previ-

ous year.
6. Sales of Miscellaneous Items.
Here, again, prizes were offered for the largest number of orders for several items heretofore enjoying only little attention. Here also the newer salesmen who had not been in the game long enough to find out that they "couldn't be sold," surprised the older men by winning nice prizes.

Eighteen Salesmen Were Winners of Prizes

With six prizes offered in each section there were, of course, thirty-six prizes available. The final standing resulted in these being divided among eighteen men.

Regarded from the standpoint of number alone, this was gratifying, as the usual outcome of a sales contest is for five or six men to win the lion's share. From the standpoint of who won the money it was even more pleasing, for There Are *Two*Los Angeles Markets

There is the city of Los Angeles, population 1,231,830, now 5th city in the United States.

There is the surrounding shopping area, with over 1,200,000 population, embracing the fastest-growing suburbs in the United States.

The Los Angeles Times is outstanding as the newspaper that covers both of the Los Angeles markets. It has the largest morning circulation in Los Angeles proper, likewise in the market outside Los Angeles; and both inside and outside Los Angeles is delivered directly to homes by carrier.

Community-wide home coverage in the largest and richest market in the West attracts to the Los Angeles Times the West's largest volume of display and classified advertising.

los Anglies Times

Bastern Representative: Williams, Lawrence & Cresmer Co., 360 N. Michigan Bird., Chicago. 285 Madison Ava., New York. Pocific Coast Representative: R. J. Bidwell Campany, 742 Market St., Ban Francisco. White Henry Sinart Bidg., Seattle.

5, 1930 to the

orking ion of scatway. covercarehints spect's g even

pecuspects, es and a calls, merely results

itself.
section
on the
in the
ne for
letters

item garded this, tunity ly and whole Sales after

n still previ-Items. ffered orders enjoye also d not gh to 't be

en by

each ourse, The se bemen. int of fying, sales en to

n the noney for

numbered among the winners were seven new salesmen, and four salesmen who had never figured prominently in contest winnings

before. Still more important was a leap in sales to a point 28 per cent higher than for the same period during the previous year.

What Groucho Says

To Get New Accounts Be a Wise Asker

HOW do I sell our services to a new client? I never do. I never try to.

Well, here's the How come? job at which your friend Groucho is always at his best. I didn't say I was efficient at it, only that I am at my best.

When I talk to a prospect I'm only trying to learn. I want the low-down on what it's all about, more than I want the account. I've found that's the attitude of mind which pays best for me.

It's obvious I'm interested, because I am. I get the feller talking about his business and his troubles. I eat the stuff. I'm trying to learn. When he shows signs of stopping I lead him on with questions. try to be nothing but a very much interested party getting a picture of a business.

Once I used to begin to look wise at a certain stage, wait for an opening and then spout about our glories. I don't any more. We've got a new-business expert who does that. He can do it better than I, because he doesn't know where we fall down as well as I do. We keep all that concealed from him as carefully as we can, so he can mean what he says in his glory talk.

There's only one impression I want to make at first. That is that Groucho can listen with brains as well as ears. If I get that over it's enough for me, and if I get the business I know something about it. If I'm a "show off" in this case I'm only showing off as a listener.

Sometimes I hardly say a word. Sometimes I ask questions. Nothing makes a guy look so intelligent as to have him ask intelligent questions.

"Is your house good?" asks the prospect.

"'Course we are," says I. "But are your corn parers doing as well

as they should in the Middle West where corns grow so luxuriantly on both fields and feet?" Then he's off again with the tale of his own joys and sorrows, and the universal need of corn parers

Have I got it standardized? Oh yes, in a way. I've worked out a list of ten questions I ask. These ten questions make me look like a wise asker.

Do I give this as the way everybody ought to go after business? Not on your life. Suit yourself to a method that fits you. I'm no salesman and I know it. I'm an account caretaker. Talking to a prospect is where I get a real low-down on a business. If I get the account or a competing account or something in a similar line, why then I've learned something valu-Almost my only chance to learn things. Most of the time I'm being kicked around or smoothing out troubles and get no chance to learn anything new. I begin to recognize new things when they've been around about six months.

Prospects don't like to tell us things after we've got the account. They want us to tell them things

Yesterday I had a feller with a mouth wash account come in looking for an agency. He talked two hours—I listened. Don't think I said forty words, asked him three of my ten questions. When he left he said to our new-business spellbinder, whom I introduced: "I never got as many intelligent ideas from an agency man before as Mr. Groucho has given me.

Mebbe we get it, mebbe we don't. He's seeing Aaronson today. Anyway he told me all about halitosis as a bright competitor sees it and a lot of other interesting things. I know something about an antisceptic lotion now and know how

to learn more.

GROUCHO.

MILLIONS



THIS business of not missing what, perhaps, you never had is easy on the complacency, but rough on the sales figures.

rough on the sales figures.

Let 39.5%, of your New York customers forget you and you'll miss them quickly enough. Yet, whether you realize it or not, 39.5% of all the people who buy New York Sunday newspapers might almost as well be in darkest Africa as far as the advertiser who doesn't schedule the Sunday New York American is concerned.

Here are a million families, some rich, some poor—but all modern enough to read New York's most modern newspaper—and all able to pay a dime for it. Here is \$2,241,100,500 in liquidated form—much of it waiting to flow in your direction. Here are 801,334 families who live within 50 miles of any sales counter in New York.

But, we to the unobservant, here is the least-duplicated standard size Sunday newspaper in New York—69.3% of its readers take only the American. Which means that 69.3% of their liquidated millions can't be diverted towards your cashbox unless you advertise in the Sunday New York American.

Figure this out—and let's see if it's possible to miss what you haven't got!

SUNDAY
NEW YORK AMERICAN

a Million Families one Million Spenders

75, 1930 nt was 28 per same

year.

West riantly Then of his

Oh out a These k like

iness

m no m an to a l lowet the int or why valuce to

thing in to ney've s.

ith a lookl two

n he
iness
it: "I
ideas
Mr.
iden't.

Anyitosis and ings. antihow

10.



Sixth in THE WORLD

These leadership headlines are accurate indicator for advertisers who are scanning facts and figures to find large, active markets—and how to make them respond.

"6th in the World" during the first eight months of 1930 in advertising figures means the tremendow volume of 13,856,332 lines. The market must be there!

"1st in Pittsburgh" during the same period means staying ahead of the second newspaper—by nearly 21/4 million lines*. The response must be there first in

Advertisers in The Press are reaching this rich of all Pit market (fifth largest in America) and know that it responds. That's why they stay in—year after year.

They have felt its "Habit of Producing Results" ther pap

*Includes department store linage for only 6 of the 8 months

ThePit

Ill figures fre

The

ATIONA EWSPAI ICAGO

MEMBER OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS and of MEDIA RECORDS, INC.

5, 1930

licators figures

make

endous nust be

means



First in PITTSBURGH

The Power of The Press in Pittsburgh

gain in August—The Press was decidedly first in Pittsburgh," in advertising—48.4% is rich at all Pittsburgh newspaper advertising apared in The Press. Leading the second newspaper by more than 40%. Leading both other ryear. Fitsburgh newspapers in 25 of 36 major classifications, carrying more advertising than both ther papers combined, in 18 classifications.

ll figures from Media Records, Inc., exclusive of advertising national magazine distributed with another Sunday paper.

hePittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

ATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD EWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

HICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS ETROIT · PHILADELPHIA · BUFFALO · ATLANTA The Largest Home Circulation in the Northwest is that of the weekly "newspaper of the farm"—

Spera

because 51.2% of the entire population of these 3 states lives on the farm!

What a market these 1,600,000 farm folks offer!



Saint Paul, Minnesota

New York—Wallace C. Richardson, Inc., 250 Park Avenue Chlcago—Standard Farm Papers, Inc., Daily News Building

Member Standard



Farm Paper Unit

Edito Carto so all-ro plans vertis In to ke been amou ably cies ship opporto the transfer of to usiy

F

how to an terminad dertiand the were a sing me in anstock is creased. Som

availab

ployee' perience vices of may be for a perience factor. In a perience dominate to emp according sues in

Ther owners practice cies. Scies has owners but the these p cult to

Out who ha agency ployees

Employee Stock Ownership in Advertising Agencies

Editor of PRINTERS' INK:

Can you enlighten us with regard to some of the most practical and all-round satisfactory profit-sharing plans instituted by incorporated ad-

plans instituted by incorporated advertising agencies?
In this connection we should like to know to what extent stock has been given to employees and how the amount of stock thus given is equicies working on co-operative ownership plans offer employees the opportunity to buy stock in addition to that which is received gratuitured?

FIRST, we will take up that phase of the inquiry that asks how the amount of stock given to an employee is equitably determined. It all depends upon the advertising agency, the employee and the circumstances. If there were a standard measure for gauging men's salaries, it could be used

in answering this question, for stock is often issued in lieu of increased salary.

Sometimes the stock is made available in recognition of an employee's years of accumulated experience, an employee whose services cannot easily be replaced. It may be offered as an inducement for a promising executive to stay. The value of a man is measured by the ease with which he may be replaced. This is the dominant factor in determining remuneration. In a personal service business, such as the advertising agency, it is a dominant factor in stock offerings to employees, a factor that varies according to the men and the issues involved.

There is no one employee stock ownership plan that is in wide practice among advertising agen-cies. Several of the larger agencies have policies which make stock ownership available to employees but the methods of carrying out these plans vary so that it is difficult to set forth a general plan of

operation.

Out of the experiences of those who have observed the results of agency stock distribution to employees, it develops that there are

certain provisions which are desirable fundamentals of any plan as a protection for the agency and to guard against dissension should an employee stockholder leave. A primary requisite should provide that no stock be issued until a contract is signed, such contract to cover specifically the two major points that lead to trouble. One point concerns the disposition of stock when relinquished by the employee. The other factor is

evaluation of the stock.

Instances are cited where members of one agency own stock in another and where the advertising manager of a company holds stock The holders wish to in an agency. dispose of their stock to the agencies which can be the only buyers. Lack of agreement on valuation is the stumbling block, the holders thinking that they are entitled to one price which, needless to say, is more than the agencies feel should be paid. The contracts, in these cases, provided that, when employees severed their connections, the stock should be sold to the agencies, a provision made to guard against absentee stock ownership. Because no method of evaluation was determined, negotiations are at a standstill.

Similar contingencies can be reckoned with by preparing to meet them. Preparations are best arranged when agency and employee enjoy amicable relations. When the ties are broken, there is danger of a row over just what financial adjustment should be made. What was entered into in good faith and with the best of intentions, becomes a subject of contention and a cre-

ator of bitter feeling.

In stock distribution, provision also should be made to avoid having an estate become interested in the agency. Trouble frequently ensues when an estate takes over an agency interest. When the interest is of large proportion, as was related concerning one case. the widow got an idea that she

would like to take up the work of the dear departed. The agency heads had a different idea and the stock was transferred only after thrashing out the whole question of its valuation.

Contracts should provide for return of the stock to the agency treasury in case of a stockholder's death. If the contract contains an agreement for evaluation, dickering with executors and lawyers is reduced to a minimum, if not obviated entirely. A plan that is recommended by one authority calls for an agency carrying insurance on an employee in an amount equal to the predetermined value of his holdings. This insures having money to buy back the stock without depleting the treasury. This method worked out well in an instance that took place several years ago. A day or so following the death of a principal in a large agency, insurance received by the agency was paid over to the estate and the stock of the deceased principal was placed back in the treasury. Both contracts and insurance policies for the stockholders of this agency are kept in a vault so prompt action can be taken to the advantage of the agency and the heirs of its stockholders.

The purpose of issuing stock to employees, of course, is to tie up the employee to the agency and, in the case of major executives, to discourage their going into business for themselves. Likewise it is a move to encourage initiative and to discourage wasteful methods. To accomplish these ends, some agencies sell the stock at book value, others at a nominal value and still others give it away.

When employee stockholders leave, some agencies buy the stock back at the price paid. The holder, in the meantime, has been privileged to participate in earnings. One agency has issued its stock at a low figure under a ten-year contract with employees. Should a stockholder leave before the expiration of the ten years, he must sell the stock to the agency at the price he paid. Those who remain ten years and then dispose of their stock, share in the reserves. In

other words, they receive a price based on book value.

Another agency has a set plan for evaluating its stock. Those leaving the agency's service must turn in their stock on this basis. Stock so received is offered pro rata for other stockholders to take up. If this privilege be not exercised, the stock goes into an account which is maintained for those employees who are selected to become stockholders.

With most agencies, it is obligatory that they buy back their stock upon severance of employment. Where this practice does not prevail, the agencies at least maintain a preferential option. Agreement may be that stock will be paid for in a lump sum or, again, payments may be spread over a period of time.

From the experience of one authority, it is good practice for agencies, upon incorporation, to put aside a block of stock to meet such purposes as issuance of stock to employees. It also is suggested that any plan of employee stock ownership be accomplished by contract which provides for recovery of the stock in case of withdrawal or death of the employee.

Sometimes the proprietor of an agency wishes to incorporate so as to make ownership available to those working with him. One agent, contemplating such a move, held back because he felt that stock ownership would pro rate assets which represented money he had invested in the business. It was pointed out to him that he could protect this investment by the issuance of preferred stock, the common stock to cover the remainder of assets and good-will.—

[Ed. PRINTERS' INK.

Indian Motocycle Advances J. A. Wright

James A. Wright, formerly sales manager of the Indian Motocycle Company, Springfield, Mass., has been appointed director of sales, in charge of all sales and advertising, domestic and foreign.

Appointed by Reo Motor

S. W. Roland, formerly sales and advertising manager of the Ajax Rubber
Company, Racine, Wis., has been appointed truck sales manager of the Reo
Motor Car Company, Lansing, Mich.

McMatising papers division sent a contact ganiza cities located

tion o

Sept

Mr. quarter years the Cl has be Kinnon tors of Mr. ters at adverti Sus-Ti of the More ager of

F. H. (ident of Chicago tising Frank agency ecutive and to Chicago

U. I product & Comp is now Charles vertisin

F. F

U. E

Francount Rankin ing age search and sal

The Companturer of appoints York a advertis

Yal

Adv Tom member staff of cisco, h

the pub

5, 1930

price

t plan Those must basis. ed pro to take ot exan acr those to beobligar stock yment. ot preaintain

eement aid for

vments iod of

ne au-

ce for

to put meet stock gested

stock

y con-

covery drawal

of an

so as

ble to . One

t that

o rate

ney he

ess. It

hat he ent by ck, the he re-

will .-

ances

les manompany, ppointed all sales

foreign.

otor and ad-Rubber een ap-the Reo Mich. McManus and MacKinnon with Hearst National Staff

with Hearst National Staff
A. B. MacKinnon and Harry E. McManus have joined the general advertising department of the Hearst newapapers. They will be members of a new division which has been formed to represent a group of Hearst newspapers in contacting the home offices of retail organizations which operate in many of the clites in which Hearst newspapers are located. This division is under the direction of Harold A. Stretch.

Mr. MacKinnon will have his headquarters at Chicago. He was for eight years national advertising manager of the Cleveland News. More recently he has been president of Sloman & MacKinnon, Cleveland metropolitan distributors of Westinghouse refrigerators.

Mr. McManus will have his headquarters at New York. He was, at one time, advertising director of the Pittsburgh Sun-Telegraph and advertising director of the Battimore News and Americas.

More recently he has been business manager of the Milwaukee Sentinel.

H. G. McKendree with Frank B. White Agency

H. G. McKendree, formerly vice-president of Bailey, Walker & Tuttle, Inc., Chicago, now the R. F. Walker Advertising Agency, Inc., has joined the Frank B. White Company, advertising agency of that city, as an account executive. He was, at one time, secretary and treasurer of Collins-Kirk, Inc.,

U. B. Groves Joins Touzalin Agency

U. B. Groves, formerly in charge of production for Crowell, Crane, Williams & Company, Chicago advertising agency, is now production manager of the Charles H. Touzalin Agency, Inc., advertising agency of that city.

F. R. Farnham Joins Arnold Research

Frank R. Farnham, formerly an ac-count executive with the Wm. H. Rankin Company, New York advertis-ing agency, has joined the Arnold Re-search Service, New York, in a contact and sales capacity.

Yale & Towne Account to Redfield-Coupe

The Yale & Towne Manufacturing Company, Stamford, Conn., manufacturer of toka, builders' hardware, has appointed Redfield-Coupe, Inc., New York advertising agency, to direct its advertising account.

Advanced by Bank of Italy

Tom A. Gallagher, for three years a member of the advertising and publicity staff of the Bank of Italy, San Fran-cisco, has been appointed manager of the publicity department.

W. H. Blinn Again Heads Florida Newspaper Group

Florida Newspaper Group
W. H. Blinn, advertising manager of
the Miami News, was re-elected president
of the Florida Newspaper Advertising
Executives' Association at its recent oneday annual convention held at St. Petersburg. John Othen, advertising manager,
Jacksonville Journal, was elected first
vice-president; Truman Green, advertising manager, Tampa Tribans, second
vice-president, and V. J. Obensuer, Jr.,
advertising manager, St. Petersburg
Times, secretary-treasurer.
C. C. Carr, general manager of the
St. Petersburg Times, proposed a joint
meeting of the association with the Associated Dailies of Florida, to be held
November 8, at Gainesville. West Palm
Beach was selected for the next meeting
of the association in October.

Fay Keyler Joins Tyson Agency

Fay Keyler, who recently conducted his own advertising business, has joined the staff of O. S. Tyson & Company, Inc., New York advertising agency, in an executive capacity. He was formerly with the L. R. Waldron Advertising Agency, New York, and, at one time, was advertising manager of Radio Merchandining, of that city.

New England Newspaper Campaign for Oil Burners

Ever-Ready Oil Heat, Inc., Cambridge, Mass., is beginning an advertising campaign, using New England newspapers, to feature its Ever-Ready oil burners. The Kenyon Company, Boston advertising agency, is directing this account.

> Typothetae-Franklin Association Elects

Ralph Thomas, treasurer of the Speaker-Hines Printing Company, Detroit, has been elected president of the Typothetae-Franklin Association of Detroit. George R. Keller, president of the United Typothetae of America, was elected a member of the executive board.

P. W. Nickel with Bissell Carpet Sweeper Company

P. W. Nickel, who has been advertising manager of the Corduroy Tire Company, Grand Rapids, Mich., for the last four and a half years, is now with the advertising department of the Bissell Carpet Sweeper Company, of that city.

Pepperell Net Sales Increase

Net sales of the Pepperell Manufac-turing Company, Boston, and its sub-sidiaries, for the year ended June 30, 1930, amounted to \$18,246,089, an in-crease of \$1,483,982 over the preceding year. Consolidated net income for the year ended June 30, 1930, was \$660,002.

Pictorial Typography

Weight, Color, Style and Size All Contribute to the General Ensemble of the Advertisement

By W. Livingston Larned

HE pictorial possibilities of typography are not always estimated at their true value in laying out the final details of composition and of art. In an age of spectacularly designed type

faces, the temptation is to make choices purely on the basis of style, regardless of whether or not the selection fits the mood of the pictorial features.

But one of the most important of all type considerations has to do with the illustrative character of different faces and their "color," as related to picture If the artwork is delicate, then it is likely that a light style of type should be chosen, thus keeping the entire advertisement in correct and balanced

To run type that is heavy and black with a pen outline drawing or one rendered in soft, unobstrusive tones of It Is Possible and Advisable to to mix oil with

They clash. The dominating typography works an injustice upon the artist's share in the proceedings.

This law of balance and of tonevalue consistency is simple enough. Demonstrations of it are to be seen in advertising every day. Where a composition appears to be "falling apart," as it were, the di-viding line between picture and text unpleasantly emphasized, you may be sure that sufficient study has not been given to the wedding of type with illustration.

belong to widely divergent families. Every picture or layout scheme has a definite color weight of its own, and in this progressive age of new type faces and lavish designing with an eye to the illustrative,

there is a one best style of type for each and every advertisement.

Type books contain a rich store of adaptable faces. Just as the artist selects and blends his colors, in much the same manner the builder of the modern advertisement is in a position to blend type with illustra-tion, keeping the "canvas" harmonious throughout.

I have selected some interesting examples which quite clearly visualize the point in question. Each shows that someone has selected the type face, be-cause it "melted in" with the general spirit of the advertisement-picture; name plate, headline

and decorative effect. A series of Stetson hat advertise-

ments arrives at this perfect balance between type face and illustration. The advertisements, as a whole, have an instantly recognizable "complexion"; an all-over tone value.

As a consequence, the compositions are singularly restful and inviting to the eye. There is no clashing of the various ingredients. At one point only, in one particular ensemble, a single fragment of scintillant black provides contrast -where the artist has introduced

A Stateon Zephyr Weight is physys comfortably cool. There's hardly any weight to it at all. And it holds whatever shape you give it. Now eight dollars.



to may seem strange, but it's trive: more Stesson huss are sold, from eight dollars up, than any other hat you ever heard of, no-matter how low the price Men who care about their personal appearance

do not regard Stateons as "high" in price. They buy them because they get qualities no other hat gives they relies to be content with less, and they kno that in dollar-lar-dollar value, Stetson stands alon

STETSON HATS LOOK AT YOUR HAT-EVERYONE ELSE DOES!

gray, is to attempt Give an Advertisement on All-Over Tone Value

ARIZONA'S COTTON CROP

ADDS
MILLIONS
TO BUYING FUNDS

ALTHOUGH cotton has been grown in Arizona on an extensive scale only a few years, it is now one of the state's most important sources of buying funds.

Approximately 140,000 acres are devoted to the raising of this product—90,000 acres to the growing of short staple cotton, and 50,000 acres to long staple cotton.

Still in the development stage this crop now adds over 15 million dollars to Arizona's annual income.

The Arizona Republican is the preferred newspaper of the rural families as well as the families of the city of Phoenix, and through its progressive policy, complete news, market reports, and interesting features now enjoys a reading circle more than twice as large as any other Arizona paper.

ARIZONA REPUBLICAN

Williams, Lawrence & Cresmer Co. ew York....285 Medison A INCREASINGLY
IMPORTANT IN
ARIZONA

M. C. Mogensen & Ce., Inc.
San Francisco....564 Market St.
Los Angeles...433 S. Spring St.
Seattle.......603 Stewart St.

emble

milies.
cheme
of its
age of
lesignrative,
e best
e for
y ad-

conore of
s. Just
selects
colh the
modent is
blend
ustra-

ected g exquite the stion. that

g the

elected e, beed in" neral advercture; adline effect. Stet-

ertiseerfect nd ilnts, as recogl-over

mposind inis no dients. articuent of intrast

Sep

De an

rev of

Ith

Th

tha Jar 1,0

gai ma

Th De the tati nee wii ing

15% gain in lines WIT \$1,655,000 gain it advertising revenu for the first elever months-

DELI

Present Guarantee A. B. C. Net Paid of 2,300,0 w Gu

nu

1930

es-WITH the closing of November, Delineator has gained 15% in lines and \$1,655,000 in gross advertising revenue for the first eleven months of 1930.

It has gained more than 55,000 lines.

The latest A.B.C. statements show that Delineator has gained from January 1928 through June of 1930, 1,064,000 circulation, or a larger gain than all five other women's magazines combined.

The explanation is that the new Delineator has for four years been the leader in its editorial re-adaptation to the thinking, tastes and needs of the great progressive wing among American home-making women.

2,300,0 w Guarantee with April 1931 of 2,600,000

S

ne

m

ha

co

all bo

ad

pa

pla

dra

ma hin

plo

co

me

usu

cep

rea

tha

int

50

bre

pla

гес

rec

Pr

al

spa

tog

suj

aga

OUR "GREEN PASTURES" LIE NEXT TO.....YOURS

Our business is like your own. The life-blood of both is....SALES. To stimulate the flow of this vital stream we prescribe the same formula for ourselves as we do for you—intelligent Direct Advertising.



PRINTING OF EVERY DESCRIPTION

BOTTAFAYAHE SIRAA TIKAOBOY V V V

Among the many important accounts our Direct Advertising Department worked on this Summer, was that of the Isaac Goldmann Company itself.

We wanted new accounts, new sources of all-year-round revenue. A carefully-planned campaign brought us splendid returns in Inquiries, Sales and New Accounts, during an admittedly quiet Summer.

Let us put the same successful formula to work on YOUR sales problems.

NOW—is a most opportune time.



color in his figure study of a pretty girl and a young man in a sport car.

And this contrasting black serves a thoroughly practical purpose. It is in the band of the hat and therefore leads to the article advertised. In every other respect, the artist has drawn his picture in sheer, pen outline, delicately, sketchily.

And there was a type to match the texture perfectly, the spirit, the illustrative character, of this fragile pen technique. It was almost as if the artist's own pen had turned to the reading matter

as well.

In further analyzing this series and one specific advertisement of the campaign, we observe that every possible detail is cunningly contrived to sustain the one overall delicate tempo-the single line border, the extraordinarily wide spacing between lines of type, the adherence to no more than two type sizes, and the uniformity of paragraphing, to avoid a "broken up" appearance.

And the name plate signature, at the bottom, hand drawn, is in the same fragile single-stroke manner, with just a hint in its character of the type face employed above. As a consequence, the message holds an unusual measure of appeal. The eye is receptive to the story. It makes for "easy reading" and reading that is not constantly intruded upon by some disturbing break in continuity.

Now see how the plan works in a directly opposite direction: A series for Pro-phy-lac-tic brushes, occupying space, carries photographic reproductions of the brushes, solid black.

The color key of the space is heavy, dark, powerful as to dis-play. There is no seeking after delicacy. And in this instance, a sturdy, medium-heavy type face is chosen because it blends the complexion of the advertisement as a It is equally true, here, that the character of the type has a pictorial similarity to the technique of the illustrations. There is perfect, instantly sensed cohesion between the two.

Marmon pages in color turn to typography nicely gauged to fit the mood of the art embellishment. The studies of automobiles and of figures are drawn in poster black, over which bright color is washed snaringly. These pictures are practically shadowgraphs. And so the type face in this case is squareshouldered and sturdy and fullbodied, with a considerable area of black. Since some of the lines. holding to the technique of the color work, are run in blue and red, this type weight is essential.

The artistic and allied relationship between art and

type is very evident. The extent to which the style of type can conform with the technique of the illustrations is little short of surprising. Designers of type faces have kept this in mind, of course. They have worked with the artist, not independent of him.

In a series of twocolor pages for Bohnalite, the advertiser has adopted a peculiar outline technique. Pictures of cars may be merely suggested, with white lines against a solid red or blue background. And you will note that the type face suggests this same technique, keeping the color tempo of the aggregate advertisement

as one even tone.

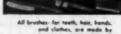


sales because the famous ruft cleans back of the molars

small MASSO Pre-phy-lec-tic massages the gums as you clean the teeth. Try it. You Try it. You



package to be sterilized new Price 504; a new one



Pro-phy-lac-tic in a wide range of colors, styles, and prices less the quality of all by trying one of the new Pro-phy-lac-ti

always the same Pro-phy-lac-tic Brushes

super - imposed There Is Perfect Cohesion Beagainst panels of tween Type and Illustration Technique in This Display

pordirect ment mer, Isaac any

aces of enue. nned t US n In-New admer. SUC-

work lems. por-

The problem of spacing and of paragraphing determines appreciably the color value of the text in its relation to illustrative material. Adhering to a single size is best, for one thing, and the least

number of broken lines and open areas.

"Moth eaten" typographical blocks disturb the even spread of typetone in the advertisement. Heavy initials are not good. The spacing between lines should be determined both by the strength or delicacy of the illustration and the weight of the type itself.

It is just as possible to "paint" a certain tone with typography as with washes of gray. The washes of gray. eye accepts the effect as And as every visualizer knows full well, text is a "part of the composition" and a highly important part,

That art technique is at its best when sympathetic with the character of the products

vious. If the story concerns a fragile, artistic article, certainly the illustrations should not have massed blacks and dominating power. It is just as true that typography should take on the complexion of the artwork with which it is in such close contact.

Do not select a type face merely because you admire it or because it is new or because it is delicate or rugged, as the case may be. Ask first that the type face shall sustain a desired advertising atmosphere, a unified ensemble.

I studied with respect and admiration, not long ago, a double spread in magazines for Studebaker trucks, on the basis of sanity in relation of text to picture. Here is a subject calling for the suggestion of power, endurance, strength. The truck is handled from that angle in an art technique containing plenty of blacks,

sharp contrasts, heavy shadows. Headlines are hand drawn and of the prizefighting school. Muscles

appear to "stand out all over" every individual letter. And when the message steps down from giant



and the spirit of the Marmon Pages in Color Turn to Typography Nicely message is perfectly ob- Gauged to Fit the Mood of the Art Embellishment

display lines to type, the typography is equally "hairy chested."
There is not a false key in the advertisement. It says "power" before you have stopped to read the text. And this is as it should The advertisement is consistent throughout. Nothing clashes. Even the color of type display is keyed correctly.

That poor typography, misguided and unscientifically applied typography, can detract from a splendid illustration and a wisely apportioned and proportioned composition is now a familiar fact.

Repeatedly I see advertisements in which the charm of arrangement is wrecked by bold, impudent type faces and broken-up blocks, scattered indiscriminately, with not the slightest consideration paid to tone values, as described in this article.

"Ah, there is a new type face!"

for

for

1929

What Complete Figures Show!

Something Has Happened In PITTSBURGH

> Furniture and Housefurnishings Linage, January 1st to August 31st.

Sun-Telegraph Press Post-Gazette **1,726,002 291,759 *1,656,102 1930 Percentage of the Field: Sun-Telegraph 47.0% 45.1% Post-Gazette . . . 7.9% Sun-Telegraph Press Post-Gazette 1,410,776 1,859,507 323,444 Percentage of the Field: Sun-Telegraph Press . . . 51.7%

GAIN or LOSS...

Sun-Telegraph 315,226 Gain 22.3%

Prass 203,405 Loss 10.9% Post-Gazette 31,685 Loss

9.0%

Times Have Changed in Pittsburgh

THE SUN-TELEGRAPH

Nationally Represented by PAUL BLOCK, Inc.

'Includes 24,481 lines appearing in the Press Metropolitan section—"Stuffer Section" distributed only to a small portion of the Press circulation.

""Includes 29.451 lines of adverticing appearing in the American Weekly Magazine section of The Sun-Telegraph.

All figures are from Media Records, inc., and include Local and National Furniture and Household linage as well as these four sub-classifications of Department Store totals: Bods and Bodding, Draperies and Household, Floer Coverings and Furniture. The figures above, therefore, present complete record of Furniture and Housefurnithings advertising appearing in Pittsburgh revenue.

and of **luscles** over" when giant

5, 1930

Nicely hment

ypogsted." n the wer" read hould onsisshes.

uided m a risely comnents ment

ay is

scatot the tone ticle. ace!"

type

someone exclaims. "Let's use that in our next series. It's different and will make our advertising distinctive. We'll beat the other boys to it.'

All without taking the artist into his confidence.

A layout has been made, in pencil, and approved. The theme of the illustration is settled upon and a finished drawing made. Some outsider might have the say as regards type and he would go right ahead, regardless of the character and the technique of the artworkthe peculiarities of the composition as a whole.

This should never be done. selection of type is always dependent upon layout and art atmosphere. Will it harmonize with the color values of the illustration in question? Will it fit the mood of the layout? Will blocks of such type produce the desired color

value :

These are problems which call for one man's unhindered judgment and experience. He alone should be held responsible, and he must "know his business," which is a very exacting one indeed.

To buy an illustration and mosaic it into a last-minute composition is sometimes done, but it is the wrong way about and is responsible for those disjointed and broken-up campaigns now and then aggravating the vision of the expert.

Type constitutes a "pigment" today, with which the shrewd lay-out specialist "paints" in terms of the entire advertisement and a definite result, planned well in ad-

vance.

Joins R. D. Wyly Agency

Robert Taylor, for two years a member of the copy staff of C. C. Winningham, Inc., Detroit advertising agency, has joined R. D. Wyly, Inc., advertising agency of Washington, D. C., as an account executive.

H. C. Rahm Leaves Yale & Towne

Herbert C. Ruhm, for the last eight years advertising manager of The Yale & Towne Manufacturing Company, Stamford, Conn., has resigned from that company.

Large Advertiser to Take Over Agency?

S this issue is going to press, wide circulation is being given to a report that one of the country's largest advertisers contemplates taking over an advertising agency with which it has long been identified. The agency, ac-cording to report, will be consolidated with the advertising department of the advertiser.

Publishers already have been approached to ascertain what their policy will be regarding payment of agency commission to the ad-

vertiser.

Because of the importance of the factors concerned and because of the great amount of billings involved, advertisers and advertising agencies are following with deep interest such developments as do come to light.

Death of Richard C. Hav

Professor Richard C. Hay, prominent in the field of sales management, was killed last week in an automobile accident at Charlemont, Mass. Professor Hay was on his way to Hanover, N. H., for the fall term of the Tuck School of Finance at Dartmouth College, of which he was a faculty member. He was accessed the his accessed to the sale of the

he was a faculty member. He was accompanied by his parents.

For one year Professor Hay had been attending the Harvard Scnool of Business Administration. He had been general sales manager of Rice & general sales manager of Rice & Hutchins, Inc., and director of sales and advertising of the May Oil Burner Corporation. He also had been with the American Radiator Company in the capacity of manager of sales training and sales promotion.

capacity of manager of sales training and sales promotion.

During his business career Professor Hay was a frequent contributor to the PRINTERS' INK Publications, contributing about twenty-five articles on management of sales and salesmen. He was the author of "Fundamentals of Sales Management" and, at the time of his death, was an associate editor of Sales Management. He was thirty-seven years of are.

"Photoplay" Adds to Staff

Sidney Allen, for several years with the Condé Nast Publications and, re-cently, with Screenland Magazine, both of New York, has joined the Eastern staff of Photoplay, also of New York

Alexander Stewart, formerly with the research and promotion department of Liberty. New York, has joined the advertising department of Photopley.

5, 1930 to cy?

press, being of the s conlvertiss long y, acconsolidepart-

een apt their ayment he ad-

of the use of gs inertising h deep as do

Hay rominent

nt, was rofessor , N. H., chool of f which was ac-

had ау enool of ad been Rice ales and ner Corwith the in the rofessor

to the entribut-on manman-He was of Sales of Sales n years

Staff rs with

with the ment of the ad-

and, re-me, both Eastern w York

helps her husband choose the family's new car and because of the importance of her voice in our readers' 300,000 homes of more than average spending power it is not surprising that The Evening World is the only standard-size newspaper in New York to show an increase in new passenger car linage this year with the sole exception of The Morning World. Similarly, The Evening World has the largest gain in national linage The Morning World is next and only one other standard-size paper has any gain at all.

The Evening Colorld

'S FOUNDATION NEWSPAPER

PULITZER BUILDING, NEW YORK

Tribune Tower CHICAGO

Gen. Motors Bldg. DETROIT



THE LEADERS

look to

HARPER'S BAZAAR

The fashionable pace

for every community is set by certain women. They introduce the new ideas in costumes, in decorations, in motors, in travel and in entertaining, that later become widely accepted and followed.

Inspiring the spending

of the leaders is HARPER'S BAZAAR, the mirror of their own fashionable life, constantly bringing them the stimulus of new and luxurious ideas.

Harper's Bazaar influences

the fashion leaders, the leaders inspire the fashion followers. Thus, an ever-widening circle of influence is set up in favour of the product that appeals to this Creative Market, through the advertising pages of

Harper's Bazaar

HE FASHIONABLE MAGAZINE OF AMERICA

R

Beauty in the Machine Age

The New Concern with Esthetics That Is Dominating Advertising Is Having an Influence on Manufactured Goods

By Earnest Elmo Calkins

President, Calkins & Holden, Inc.

ONE extraordinary aspect of advertising which has been too little noted is its effect on those who use it and particularly upon the goods they make.

The object of advertising is to put the best foot forward, make

out the best case imaginable for the goods offered. The result is not, as one might think, misrepresentation, so much as it is a spur to the advertiser to live up to his advertising. For the first time he visions his business, his products, not as they are but as they might be.

The advertising acts as a pacemaker. It lifts the business to a higher place. The result is steady improvement-in the goods, in their packaging, in their distribution and in the service behind them.

This backfire of betterment is especially marked in the physical appearance of products.

and the artistic ability required and the conse-

quent bringing of artists in contact with business has had a twofold result. Its influence has been both direct and reflex. It has directly influenced the taste of the public. It has indirectly conditioned the production of goods.

The movement was given momentum by a new merchandising device known as "styling the goods." Until recently style was confined to strictly fashion goods, things to wear mostly, "ruffs and cuffs and farthingales and things." Now the idea of style is extended to include nearly every article of human use, towels, telephones, typewriters, fountain pens, bathrooms and refrigerators, as well as furniture, draperies, motor cars Sel

out day It 1

bad

as i S

with

beca at

whe

let,

han

an

shap

not

gra

inev

wer

evol

spar

mad time

beg

succ ed :

N

ucts

Onc

no

shor

mac

insta

pern

exac

of s

to b

top,

whe

with

to t

mac

ing

patte

that

mak

man

conc

mati

calle

are 1

creat

prese

color

tively

adop

tion

adve

youn

TI

H

A



Beauty Has Entered the Kitchen Principally Through the Use of Color-But Designs of Old Improving the physi- Products Have Been Changed Too-Above Is a ognomy of advertising Modern Kitchen as Pictured in an Advertisement for the Magic Chef Stove

and radios. These articles are redesigned and colored in the modern spirit, something entirely apart from any mechanical improvement, to make them markedly new, and encourage new buying, exactly as the fashion designers make skirts longer so you can no longer be happy with your short ones.

If we are to have beauty in a machine age it must be imposed at the top by fiat of the man who owns the machines. It cannot be imparted by the workman who has become a machine-minder no longer concerned with the design of the thing he makes.

The machine impartially stamps

Extracts from an address delivered at a special session on "Art and Com-merce," at the twenty-first annual con-vention of the American Federation of Arts.

sing Is

hings."

ctended

icle of

phones, bath-

well as

r cars

ncipally

of Old

e Is a

tisement

are re-

e mod-

y apart

vement,

w, and

ctly as

skirts

ger be

y in a

mposed

in who

not be

ho has

design

stamps

T no

out whatever is set for it to make, day after day, week after week. It may be good design; it may be bad. One is just as easy and just as cheap as the other.

So why does it always begin with an ugly pattern? Probably because all works of man are ugly

at first. The jar, the wheel, the rug, the bracelet, the reaping hook, hand-made products of an earlier age, whose shapes we admire, did not start with those graceful and seemingly inevitable forms. They were all the result of evolution over a long span of years. Being made by hand, one at a time, improvement could begin anywhere. Each successive craftsman added something.

Not so with the products of the machines. Once the pattern is set, no change can be made short of scrapping the machines. The process is instantaneous—the result permanent. The last is exactly like the first.

All the more need then of some influence brought when the pattern is made.

He must be impressed with the economic value of beauty to the extent of scrapping costly machine tools. He must be will-. ing to consult artists to design his patterns. Manufacturers are doing that very thing.

The influence that is at work making over so many kinds of manufactured goods is the new concern with esthetics that is dominating the advertising. The men called in to redesign the product are the very artists who have been creating new techniques for the presentation of goods. Many a color scheme put forward tentatively in an advertisement has been adopted at the factory. Production is living up to its advertising, advertising designed by artists, young, alert, keenly aware of their world, who are at once practical and imaginative.

Gradually a new field is developing. The artist is beginning to design for the machine. He is combining the work of making advertisements to sell goods with that of making goods more salable.



to bear on the man at the Bathrooms Too Are Being Modernized and Beautitop, the manufacturer, fied-This Is a Suggestion from a Robertson Tile Advertisement

It was Jay Hambidge who gave to the Chrysler that dynamic quality which created such a furor a few years ago. Walter D. Teague, whose work has often appeared in magazine and newspaper advertisements, carries his work a step farther when he contributes a suggestion of beauty to such widely diverse products as Kodaks and the Auburn car.

Edward Wilson has not scorned to design a bath towel. The new vanity case of Hudnut is by Rene Clarke, as is also the very acceptable tin can for Snowdrift shortening.

Simmons calls in Norman Bel Geddes to design a bed. And even so remote a product as the Acousticon, a device for the hard

to

to

and

wh

Ro

and

the

boa

and

Ro

the

Por amo of taile

The Soundest Advice Ever Given College Students

BY EDWIN P. YOUNG, JR.

WRITING college thomes and essays by band is a slow, depressing job. A pee cramps the fingers and thwarts the mind—proving the way for correlessness and errors through importance and torigue!

How different when you own a Royal Portable Typewriter! Writing is easier, and a real plant. The property of t

A Royal Portable does more than help achelestically—it is almost indispensable to success in athletic and compus activities? For these all

ROYAL PORTABLE



demand time and energy, and the flayal Parkoble saves both to a surprising degree.

You, too, should own o Royal Portable Typewriter. Try one today of your necrest dealer's. Its sactarize mechanical features, Duotone celcre, and the new type-face, "Vogue", designed aspressly for personal correspondence, distinquish it as the finest of home-sized type-writers. Yet the price is only \$400 with standard 4-bank keyboard and offractive corrying cose. Covenient monthly payments, if dealered.



Edwin P. Yeung, &r., Cornell, 1931, fidiner of "The Cornell Dusly Son." Manufact of Cornell Olse Club, Junior From Committee, Guill and Dagger (Spaint Hanacury Society); Sigma Dulta Chi (Jaurnalishi: Society).

ROYAL goes to college

● Campus bound...once more that sturdy little Royal Portable will "hit in the pinch" for thousands of students eager to brighten those hours of theme and essay writing...anxious to impress the fastidious prof with that inevitable accuracy and neatness reflecting a sincerity of purpose and interest which so often swings the final grade from "B" to an "A".

Royal Portable Typewriters have joined the campus parade and marched without discrimination into the dwelling of the college youth . . . yes, found their way into the humble boarding house and the most extravagant clubs and fraternity and sorority homes.

Royal has taken the college market like Bobby Jones took the British.

There is a reason—it is no secret to be revealed. The Royal Portable is but one of many leading products popularized among the young men and women of our country by means of consistent advertising in the one national publication tailor-made to captivate this important market...COLLEGE HUMOR MAGAZINE.



College Humor

New England's Second Largest Market

The Providence Sunday Journal ranked fourth among American newspapers in local gravure advertising and seventh in total gravure advertising for the first six months of 1930. (Figures from Gravure Service Corporation, N. Y.)

The newspapers showing larger totals are in cities from two to twenty times the size of Providence.

Circulation 86,912 Net Paid

PROVIDENCE JOURNAL COMPANY

PROVIDENCE, R. I.

REPRESENTATIVES

CHAS. H. EDDY COMPANY Boston New York Chicago R. J. BIDWELL COMPANY
Los Angeles San Francisco Seattle

for Suc hot erat ligh loco mat аге style nati ing of with is n A Si and

for

not mak are print duritube dred ticle and artis a coadd wind kitch Tl device color of a analy moniture a list Il Hard Gene

ors differ terial cure tapos expe work Mills

Ai

1930

of hearing, has been made over by Joseph Sinel.

The same revolution is going forward in thousands of factories. Such things as vacuum cleaners, hot water heaters, electrical refrigerators, granite-ware saucepans, lighting fixtures, loud speakers, locomotives, gas tanks, telephones, matches, overshoes and cameras are beginning to have as much style-that is, good taste, a combination of color and design, a pleasing working out of the envelopes of the product-as is compatible with the mass process by which it

Artists from Many Crafts Are Being Called

Stage craftsmen, scene painters and architects are being consulted to create dramatic backgrounds for the display of goods. When the uglier utilities of business cannot be beautified, art is used to make them disappear. Gasometers are being painted according to the principles of camouflage acquired during the war. The bottles, jars, tubes, boxes and cartons of hundreds of foods, drugs, toilet articles, perfumes, powders, pastes and creams are in the hands of artists working solely to produce a container pleasing to the eye, to add color and form to the shop window, or the toilet, table and kitchen shelf.

The search for some mechanical device to identify and classify color has resulted in the invention of a recording photo-electric color analyzer which selects and harmonizes colors with far more accuracy than the human eye. It is the invention of Arthur C. Hardy, and is manufactured by the General Electric Company at a cost of \$5,000.

Artists may be skeptical as to its artistic perception, but it has its uses, such as arranging the colors on a package, or grouping differently colored articles and materials in a window display to secure the maximum effect by juxtaposition. Arthur S. Allen, color expert, has found it useful in his work for the Mohawk Carpet Mills, greatly reducing the number

of tufts of colored yarn to produce certain shades, and it has also been employed with good results by the Armstrong Cork Company in their color problems.

Another invention of interest in the industrial use of color is an instrument which plays color harmonies somewhat as an organ plays sound harmonies, the colors being produced by lights thrown on a screen, which has already been found useful in special lighting effects, such as ballrooms, stage settings and window displays.

We must consider not only the character of the art but its distribution, the number of people affected by it. In our museums there are statues by the great sculptors of the golden age of Greece, pictures from the palettes of the greatest painters of the fifteenth and sixteenth centuries. It is right that they should be preserved and shown as examples of the highest plane attained by art in the past ages. But even in their own day these things did not reach and influence many people, nor are they today seen by many compared with the multitude of our modern population.

Whatever there may be of beauty or good taste in advertisements. and in the products so plentifully distributed by mass production, is brought to the attention of millions, not occasionally, but all the time. An exotic art cloistered in museums can never be a vital factor in modern life compared with that which springs from the daily interests of a people, its greatest interests, its most absorbing occu-

pations.

There can be no argument as to whether a shortening advertisement by René Clarke is a better work of art than a Madonna by Botticelli or a motor car by Jay Hambidge is greater than a Hermes by Praxiteles, or a book illustration by Rockwell Kent is more precious than a print by Albrecht Dürer.

The important thing is whether there is enough beauty in these modern commercial designs to awaken some sense of taste in millions of minds with which they are bound to come into contact.

and offset in some measure the ugliness and spiritual poverty of much of this modern machine environment. Few will ever see the painting, the statue or the print, and could not relate it to their lives if they did.

If we are to have beauty it must grow out of our modern industrial civilization, it must have vitality, it must be a natural expression of our age as the art of Greece was of theirs, and not something imposed from the past which has no meaning to us. A really beautiful factory building is worth more, has more influence on us today, than a museum full of the choicest art of antiquity. The one is at least vital, living, and the mere fact of its existence is precursor of others. The other is dead, inert, exotic, preserved for the curious eyes of those of us who have the interest to examine it, but which we have no hope of equaling, to say nothing of surpassing.

Each age must work out its own beauty from its own environment. Hence the advent of modernism into modern industrial production is a portentous omen.

Do not fall into the natural error of thinking that religious art, because it was religious, was necessarily a higher form of art on that account. Whatever heights it attained was due to the greatness of the artists, not the sacredness of their subjects.

Indeed the world is poorer because so many of the best painters were too much concerned with imaginary conceptions—Madonnas, Descents, Annunciations, lives of the saints—instead of depicting the life around them. Then we might have had both pictures and records.

The Dutch school is far more interesting for that reason. We owe our only portrait of Dante to the happy chance that Giotto was his friend, and are beholden to the unknown illuminator of the Ellsmere manuscript for our only likeness of Chaucer. I would rather have an authentic picture of Dante or Chaucer than an imaginary picture of Christ.

The number of religious pic-

tures in the galleries of Europe is appalling. In spite of the genius of sculptors and painters, the monotony detracts from the interest. But the church was then the only profitable field for the artist. There was a market for triptychs and altar pieces. There was also the added spur to the more devout, such as the monastic painters, that such works contributed to their own salvation. Such was the inspiration of the Lippo Lippis, Fra Angelicos and Bartolommeos, and many outside the religious orders were animated by the same belief.

But most of these early artists—and this includes the greatest of all Michelangelo, Titian, Leonardo da Vinci, Benvenuto Cellini, Raphael—were concerned with a market for their works and catered to the spirit of their age. The church or its princes were the patrons, or perhaps some big Roman or Florentine butter-and-egg man, disturbed at the memory of his shadier transactions, commissioned pictures or sculptures to square things with Heaven.

Do not misunderstand me. I am not being disrespectful to the great art of the past. But there was nothing in the subjects themselves which made it great. All that matters was the attitude of the artist toward his work.

Business Can Stimulate Art

A great artist will produce great work under any circumstances. Business can be and may be as stimulating a patron of the arts as the cardinals, prelates and popes who represented the church in the fifteenth century. Contemporary art was applied art in the sense that it was the result of commissions from customers. Any art which grows out of our daily life and fits in with our daily needs is more important to us than the work of the past.

There is no practical difference between, say, Pinturicchio's history of Pius II on the church walls at Siena and Ezra Winter's glory of the age of sail in the New York offices of the Cunard Line, and certainly none between Perugino's frescoes in the Cambio at Perugia openius moest. only tist.

out, that heir in-Fra

and lers lief.

of rdo

red

The

pa-Ro-

egg

of

nis-

eat was ves hat the

eat

ces.

as

pes

the

nse iisart

ife eds the

nce

lls Ty

rk

ero's



Lineage Figures and What They Prove

The following lineage figures of the five newspapers in Washington for the eight months of 1930, January to August, inclusive, as compiled by Media Records, gives THE STAR overwhelming volume in practically every classification—local, national and classified.

	STAR	2nd Paper	3rd Paper	4th Paper	5th Paper
Local Display	9,289,683	2,817,305	2,480,683	1,483,497	764,668
National Display	2,095,383	1,019,651	896,412	1,043,986	371,086
Automotive Display	948,308	510,786	454,131	207,602	165,918
Financial Display	254,595	55,933	241,076	121,696	18,485
Legal	273,075	13,219	72,212	183,856	11,455
Classified	2,315,832	580,073	670,886	731,252	568,409
Total15,176,876		4,996,967	4,815,400	3,801,889	1,900,021

The Washington Market is a productive one, comprising the National Capital and a 25-mile shopping radius into Maryland and Virginia. The requirements necessary for complete coverage reduced to ONE NEWSPAPER—THE STAR—Evening and Sunday.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office: Dan A. Carroll 110 E. 42nd Street Member The 100,000 Group of American Cities Chicago Office: J. E. Lutz Lake Michigan Bidg.

HELP YOURSELF



BOSTON HEAD

Sep

some coordin lities, average the

Why?
Boston
wo milli
rom the
Three
ivided a
severe
ironmen
hought
ivertise.
The Bo
rouping
raveler
resentat
vo grou
raveler

total a rtising pers coeded ar is by a ortance

Advertion ORGE A.

the loa

HALF A LOAF is better than none, but salesmanagers who et the whole loaf are not called on for explanations.

Some advertisers, attempting to convert the city of Boston coording to newspaper advertising practices successful in other ities, awake to the fact that only half a loaf is their portion. Try as they will the other half eludes them. Other advertisers et the whole loaf regularly—and with butter on every slice. Why?

Boston's metropolitan district numbers a population of nearly we million people, with another million less than thirty miles rom the center of the city.

Three million apparently homogeneous people—but actually ivided as completely and distinctly into two separate groups as severed by a knife. Tradition, heredity, sentiment and enironment are the invisible lines of separation—differences in lought and habits of buying that must be bridged by every ivertiser who hopes to get the whole Boston loaf.

The Boston newspapers for years have recognized this double rouping of Boston's people. One of these papers, the Herald-raveler has so guided its editorial policies and manner of news resentation as to win the confidence and esteem of one of these vo groups. Three other papers, differing from the Herald-raveler as one group differs from the other, share the preferces of that other group.

Advertising leadership is an unfailing index of group impornce. For years the Herald-Traveler has led Boston newspapers total advertising lineage by a good margin. In 1929 its adritising gain exceeded the combined gain of all other Boston pers combined, and its 1929 total of advertising lineage exeded any previous record made by any Boston newspaper. is by such unquestioned leadership that the vitality and imprance of the market served by the Herald-Traveler is shown. Advertisers must remember that only the Herald-Traveler aches the more important group of Boston's buying populatin. One other newspaper may be used to get the other half the loaf.

Advertising representative:

ORGE A. McDEVITT COMPANY

Park Avenue, New York, N. Y.

914 Peoples Gas Building

Chicago, Ill.

For eight years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily papers.

EALD-TRAVELER

ph It

can

but in

not the

mu. bea

tist:

wor itec

oper

R

York,

York, ident, resign

Set in
BAUER FUTURA type
— Medium and Light
face. Specimens will
be sent upon request.



Futura

a modern BAUER type

FUTURA is generally accepted as the outstanding leader of the modern type faces...It is endorsed and chosen by the best creative minds in advertising and publishing in this country—and by the foremost typographic craftsmen throughout the world...For example:—In a recent issue of "The New Yorker,"



eleven out of twenty-six full-page advertisements employed Futura or other modern Bauer types.

III

THE BAUER TYPE FOUNDRY · INC 235 EAST 45TH STREET · NEW YORK CITY 1030

ut-

tive

this

hic

ех-

er."

-SIX

ents

ther

es.

and the murals by Boardman Robinson in the Kauffman department store at Pittsburgh, except the ability and attitude of the artists.

All we need is artists great enough for the work. The opportunity is here. We have made a prosperous world with our machines, but it is still an ugly one. The next step is to beautify it.

The only patron who is disposed to pay for that beautification is business. And art supported by business has within itself the seeds of perpetuation. If beautiful things are more profitable to the makers than ugly things, as I believe they are, then we can confidently hope for the artistic betterment of our physical environment.

Business is the dominant force. It has the power to create beauty, and it is beginning to experiment with it. It is significant that one of the largest and most enlightened of our great industrial corporations, the General Electric Company, has established a permanent Committee on Beauty to study its products with the object of improving their design.

It is not after all whether we can turn backward to the simpler beauty of a more primitive age, but whether we can have beauty in this, our modern industrial age, not exotic beauty collected from the past and hung on the walls of even academic museums, not beauty, the works of modern artists hung on the walls of our homes, but beauty in our visual world, in our landscapes, our architecture and the tools and furniture with which we perform the operation of living.

Radio Coin Corporation to Grant & Wadsworth

The Radio Coin Corporation, New York, has appointed Grant & Wadsworth, Inc., advertising agency of that city, to direct its advertising account. Newspapers, business papers and direct mail will be used.

E. E. Cody Advanced by National Bellas Hess

Edward E. Cody, treasurer of the National Bellas Hess Company, New York, has been elected first vice-president, succeeding William J. Fox, resigned. He will continue as treasurer.

Chains Suffer First Big Defeat

THE chains lost their first big legal skirmish last week. In a decision handed down by the Supreme Court of North Carolina, the chain-store tax of that State was declared to be constitutional, not arbitrary and a reasonable classification.

The North Carolina tax imposed a charge of \$50 a year on all stores under the same ownership, operation and management, exempting only the individual who owned a single store. About 2,600 chain stores have already paid between \$12,000 and \$13,000 in taxes. The tax, however, has been paid under protest and action for refund has been taken.

About twenty-five chain-store organizations joined forces in the unsuccessful attempt to have the law declared unconstitutional. It is expected that the case will promptly be appealed to the Supreme Court of the United States, in which event this matter of chain-store taxation might be made less troublesome.

So far, in court actions the chains have just about had it all their own way. In a number of States, their efforts to have similar tax laws declared discriminatory or confiscatory and therefore unconstitutional have been completely successful. The decision of the North Carolina Supreme Court comes, as a consequence, as a distinct shock and it may be expected that the chains will marshal every effort to overturn the decision in the Federal courts.

In all these court cases, the chains have acted as a group. Expenses have been shared and information exchanged to permit building up the strongest sort of legal summation.

Sonotone to Cutajar & Provost

The Sonotone Corporation, New York, manufacturer of Sonotone, a hearing device, has appointed Cutajar & Provost, Inc., advertising agency of that city, to direct its advertising account. Newspapers will be used.

"A Crowing Man Interests Only Two Ears"

A Little Anecdote That Might Otherwise Be Entitled: "Pride Goeth Before Destruction"

Sixteenth Episode

ND so, with this last bit

of reminiscence, ends

this series of anecdotes about

George P. Rowell, the old-

a keen delight. We have not

been in entire agreement with all of Mr. Rowell's

views. Neither have we in-

vied the author of the series

for the never-ending bom-

bardment of advice that was

it, and-to change the meta-

phor-if the dish is not so

tasty to the present generation, perhaps that is because

1930 does not think like 1890.

Yet he scemed to relish

hurled his way.

To us, the series has been

time advertising agent.

I PAID \$10 for the privilege of attending the banquet given in honor of Mr. Rowell at the time of his retirement. Ten dollars was a lot of money to me. It was my first real banquet, at the Waldorf-Astoria, and a brilliant gathering.

During my sec-retarial work for Mr. Rowell, I had indexed, and crossindexed, a factory inventory of the Seth Thomas Clock Co., in which Mr. Rowell was interested at the time. It was quite a task, requiring more than three weeks of close applica-tion. At its completion, I felt I knew something about that factory.

Much to my satisfaction, my seat at this banquet was next to that of Seth E. Thomas, president of the

clock company. In the flush of youthful ego, I proceeded to impress him with the fact that I had been secretary to Mr. Rowell and knew all about the clock company, having made this index.

After a time, Mr. Thomas left the table and, through the corner of my eye, I saw that he went directly to Mr. Rowell. It was apparent that I was the subject of their talk.

A little later, James Gibson, who had charge of affairs, came to me, asserting: "Mr. Blake, we find

there is no one down to respond to the toast, 'An Ex-employee.' Mr. Rowell insists that you say something on that subject."

My consternation was inexpres-

My consternation was inexpressible—I had never made a speech in my life and there were so many

> of the great men of the business present. The others had their speeches carefully prepared and written out.

I thought I could see Mr. Rowell laughing at me. What was I to do?

To save my life. I could not think of a thing to say. I could not eat—I left the room and walked the floor of the adjoining room, but not a thought came to me. As each speech ended. I trembled in the belief that it would be my turn next.

Feeling that Mr. Rowell was looking at me all the time, I was thoroughly miserable and was scared almost out of my

The banquet came to a close, but my name was never mentioned. My evening had been completely ruined—my \$10 wasted.

Mr. Rowell seemed much delighted as he sought me out in the check room.

"Well, Frank, did you enjoy yourself? I am sorry you were not called upon. I expect you are disappointed. It is never wise to impose upon a superficial acquaintance. Remember, 'A crowing man interests only two ears.' Goodnight."

And that was my last lesson from Mr. Rowell. With many others, it has lingered with me.

84

This is the sixteenth and last of a group of articles relating to George P. Rowell, the old-time advertising agent. The articles appeared in consecutive issues, starting with the June 12th number. They were written by an advertising man whom Mr. Rowell employed as a boy.

In our modern, thoroughly equipped shop we make every single minute yield sixty whole seconds of work. Next time you've got a closing date to meet pronto, you've got a job

for BUNDSCHO.



J. M. BUNDSCHO, Inc.

Advertising Typographers
65 EAST SOUTH WATER STREET
CHICAGO

HERE TYPE CAN SERVE YOU

Goeth

ond to

· Mr. somecpres-

many men iness others eches pared ut. could

me.
o do?
v life.
think
o say.
eat—l
a and
or of
room,

As anded.

A the would next.

Mr.

Il the erable f my

e, but oned. letely

enjoy were u are se to

man Goodlesson many

ie.

uain-

mark

adver

Burling

Carroll

Cedar 1

Center

Creston

Davenp

Dubuqu

DEALER

Another reason why the lowa Daily Press Association offers effective coverage in lowa

AY in and day out, Iowa merchants get first-hand proof of the sales-creating power of advertising in their local daily newspapers. They know from personal experience that such advertising is read by the vast majority of their local customers . . . that such advertising moves goods over their counters.

And, when a portfolio of advertising is shown one of these merchants, he is likely to ask, "How much of this advertising runs in our local daily newspaper?" It does help the salesman to be able to point out that the advertising is to appear in the daily newspaper which specifically serves that dealer's territory, which, it is likely, he himself uses. The men responsible for your Iowa business know that for purely economic reasons Iowa merchants are loyal to their daily newspapers. They know how much easier it is to merchandise an advertising campaign to be published in the dealer's own market center.

IOWA DAILY PRESAS

1930

proof

r local

e that

r local

one of

of this

s help

g is to

serves

f uses.

o their

is to

in the



"—sure I'll tie up with that campaign"

If you want the most favorable reception for your merchandise in Iowa, you must support your salesmen with advertising in the daily newspapers serving Iowa's twenty-seven key markets. In other words, if you want to reach the 2,302,909 people living in markets served by the Iowa Daily Press Association newspapers, you must use this association's total circulation of 457,074 . . . an average of approximately one newspaper to a family.

For in Iowa, commercial activity, rather than being concentrated in one or two metropolitan centers, is fairly evenly divided among Iowa's twenty-seven key market centers. No single newspaper—no two or even three newspapers can begin to cover the Iowamarket effectively. Successful advertisers recognize this and use advertising in all of Iowa's twenty-seven key-market newspapers.

Ames......Tribune
Boone...News-Republican
Burlington.....Gazette
Burlington....Hawk-Eye
Carroll...Daily Herald
Cedar Rapids
Gazette & Republican
Centerville

Iowegian & Citîzen Clinton......Herald Council Bluffs...Nonpareil Creston..News-Advertiser Davemort

Davenport
Democrat & Leader
Davenport....Times
Dubuque

Telegraph-Herald and Times-Journal



The dots, shown on the map above, indicate the location of daily newspapers in Iowa, Note, they are scattered over the state, covering the 87 distinct and separate key markets. Fort Dodge

Messenger & Chronicle
Fort Madison...Democrat
Iowa City...Press Citizen
Keokuk.....Gate City
Marshalltown

Times-Republican Mason City. . Globe-Gazette Muscatine

Journal & News-Tribune
Oelwein Daily Register
Oskaloosa Herald
Ottumwa Courier
Perry Chief
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Daily Courier
Waterloo Tribune

ESASSOCIATION

Office of the President Council Bluffs, Iowa

pa

B

be

at

tri

be

ar

Ge

let

pr

qu

ing

an

ba ers the

grace Ele

At

son ing cer



In 3 out of every 4
Portland homes she is a daily visitor.
Thousands of Journal Juniors chuckle
over her episodes. Journal mothers and
Journal fathers, too, take a peek at
Orphan Annie as they read their favorite newspaper.

Your Sales message in the Journal reaches 3 out of every 4 Portland homes.

The Journal has interest-creating news, the entertaining features and straight thinking editorials that Portlanders prefer . . . that's why in 27 years the Journal has jumped to first place in Portland . . . reaching thousands more daily subscribers in the Portland trading territory . . . leading all other papers in display advertising.

THE JOURNAL

APTERNOON PORTLAND OREGON

Are Company Athletic Teams Worth While?

"WINNIPEG AND WESTERN GROCER" WINNIPEG, CANADA

Editor of PRINTERS' INK:

Editor of PRINTERS' INK:
Have you at any time in PRINTERS' INK commented on the advantages to be gained by a business organization equipping an athletic team among its employees and friends and sponsoring the team in amateur field meets? Would a picked team of above the average in some lines of sport, competing say at track and field sports, be good business, apart from the physical business, apart from the physical "man building" clean, healthy sport side of it?

J. G. H. HART, Editor.

RCHESTRAS, bands, fife and drum corps and athletic teams of all kinds among employees seem ' to be persisting, which is a pretty good indication of their value.

A glance over current employee magazines published by such large companies as the General Electric Company, Royal Typewriter Company, General Motors Corporation, Buffalo, Rochester & Pittsburgh

Company, Railway Louisiana Oil Refining Corporation, and a number of smaller com-panies indicates that athletic teams are still

going strong.

In the "General Elec-tric News" for September 5, for example, an article tells how the General Electric Athletic Association will be promoted by highly qualified officers, including a board of directors and a manager. Former professional baseball and basketball players are helping to train the teams and much space is given to photographs and news concerning the General Electric activities of the Athletic Association.

"Loreco Fence Bust-ers Take Tour" is the somewhat startling head-

the red and white" who on closer inspection turn out to be the members of the baseball team of the Louisiana Oil Refining Corpora-This team is just on the point of playing a game with the team from the Shreveport Times for a league title.

Regular weekly standings of the various clubs both in the northern and southern division of the Buffalo, Rochester & Pittsburgh Railway Company are published in the employees' magazine called "Rail-way Life." Moreover, news of golf, handicap match play tournaments and indoor baseball games appear in the same issue.

The front cover of the "Hou-daille Family News" consists of a photograph of a baseball team sponsored by the Houde Engineering Corporation with the admonition to the readers of the publica-tion to "give 'em a cheer because



ing of an article con- Sports Receive Considerable Attention in the House cerning "the wearers of Organ of the Louisiana Oil Refining Corp.

hà

an

they're on top," presumably in a

The "Telephone Review," published monthly for employees of the New York Telephone Company, contains page after page of athletic news including a summary of results of the first annual dual track meet between the Bell Laboratories and the New York Telephone Company, with a full page of pictures, news of victors in a recent golf tournament, an account of the Manhattan tennis team defeating the Manhattan traffic team in a big tennis match both singles and doubles, news that the Rochester team was victor in baseball games and much further information concerning current and coming events in basketball, football and indoor track.

A picture of the factory basketball team of the Industrial Athletic League appears in "The Royal Standard" published by the Royal Typewriter Company with the news that the "Royal Basketball Team has reason to be proud of its record-eleven wins and three losses."

The "Buick News," published in the interest of the entire Buick family, gives space on its front page to news that the Buick and Freeman Dairy teams will meet to decide the pennant winner in the I. M. A. Inter-factory League for

This is as good an indication as any that athletics among teams sponsored by manufacturing companies must be "good business apart from the physical man-building clean, healthy, sport side of it." For during a time like this any mere fancy frills without real value would undoubtedly have been cut off by management executives who are trying to save on overhead-[Ed. PRINTERS' INK.

D. S. Kelley Joins Chas. Dallas Reach

Donald S. Kelley, formerly with the research department of the New York Evening Journal, and, more recently, with Wells W. Constantine, publishers' representative, New York, has joined the staff of the Chas. Dallas Reach General Advertising Agency, Newark, N. J., as an account representative.

Scores with "Dollar Velocity" MITCHELL-FAUST-DICKSON & WIELAND INCORPORATED CHICAGO, SEPT. 15, 1930.

Editor of PRINTERS' INK:

John Bradley's article ["It's a Long
Worm that Has No Tail"], in the August 28 issue of PRINTERS' INK was
one of the most interesting and illuminating which I have read. I find that
the article has attracted the favorable
attention of a number of business men
I have met in the course of the last
couple of weeks, and the phrase "dollar
velocity" visualizes our old friend
"turnover" in a new and much more
interesting dress.

"turnover" in a hear interesting dress.

I hope you can prevail upon Mr. Bradley to apply his common-sense way of looking at things to some more studies of our present-day conditions.

L. H. COPELAND.

Gamble to Give Course on Agencies at Columbia

Agencies at Columbia and methods by which they are solved in the modern agency will be covered in a university extension course on agency procedure to be given at Columbia University by Frederic R. Gamble, executive secretary of the American Association of Advertising Agencies. The course will begin Monday evening, September 29.

With Manning Studios
Glen W. Thomas, W. C. Brownson
and Louis M. Snell have joined the
staff of the Manning Studios, Inc., advertising art, Cleveland. Mr. Thomas
was, at one time, assistant art director
of The Glen Buck Company, Chicago.
Mr. Brownson formerly was with
Stevena, Sunblom & Stultz, Detroit. Mr.
Snell formerly was with The Burley
Withers Company, Chicago.

Endicott-Johnson Elects Joseph Muffley Director

Joseph Muffley, manager of the Em-pire Specialty Footwear Company, has been elected to the board of directors of the Endicott-Johnson Corporation, Endicott, N. Y., of which the Empire Company is a subsidiary.

Death of T. S. Lindsey Thomas S. Lindsey, vice-president and Inomas S. Lindsey, vice-president and general sales manager of the Kelly-Springfield Tire Company, New York, died at that city last week. Mr. Lind-sey, who had been with the Kelly-Springfield organization for eighteen years, was forty-eight years old at the time of his death. time of his death.

> Polish Account for San Francisco Agency

The advertising account of the Pacific Zatex Company, Ltd., San Francisco, Zatex auto polish and Roitex furniture polish, has been placed with the Ralph W. Brill Advertising Agency, of that



30

ai

ng Luras mi-hat ble

en ast lar nd

ore fr.

ау ore

n

by ern ity

are by reof

5011 the

adnas tor

Mr. ley

ph

Zm-

has ors

pire

and

lly-

rk, nd-

lly-

ific

SCO,

TYPOGRAPHY THAT SETS UP AN IDEAL



An Old Craft Through New Eyes

Here is a select group of guildsmen proud that their ancient calling, dating back to the first flush of civilization, works hand-in-type with the most modern of professions; experienced in advertising rules and procedure; eager to enrich and expand their skill; swift to adopt what is pioneeringly advanced and ultra-emancipated; resolved that advertising typography in America shall be the admiration of the world.

ADVERTISING TYPOGRAPHERS OF AMERICA

NATIONAL HEADQUARTERS, 461 EIGHTH AVENUE, NEW YORK

BOSTON

The Berkeley Press The Wood Clarke Press

BUFFALO

Axel E. Sahlin Typographic Service, Inc.

CHICAGO

Bertsch & Cooper J. M. Bundscho, Inc. Hayes-Lochner, Inc. Harold A. Holmes, Inc.

CLEVELAND Skelly-Typesetting Co.

DALLAS, TEXAS Stellmacher & Clark, Inc. 2715 Elm Street

DENVER

The A. B. Hirschfeld Press

DETROIT Geo. Willens & Co.

INDIANAPOLIS The Typographic Service Co.

LOS ANGELES

Typographic Service Co.

NEW YORK CITY

Ad Service Co.
Advertising Agencies' Service Co.
Advertising-Craftsmen, Inc. (A-C)

Advertising-Ciaftsmen, Inc. (A-C)
Advertising Typographer, Inc.
The Advertype Co., Inc.
The Advertype Co., Inc.
E. M. Diamant Typographic Service
Frost Brothers
David Gildea & Co., Inc.
Heller-Edwards Typography, Inc.
Huxley House
Lee & Phillips, Inc.
Royal Typographers, Inc.
Supreme Ad Service
Tri-Arts Printing Corp.

(ypographic Service Co. of N.Y., Inc.

(ypographic Service Co. of N.Y.)

Typographic Service Co. of N.Y., Inc. Kurt H. Volk, Inc. Woodrow Press, Inc.

PHILADELPHIA

Progressive Composition Co. Kurt H. Volk, Inc.

PITTSBURGH

Keystone Composition Co. Edwin H. Stuart, Inc.

ST. LOUIS

Warwick Typographers, Inc.

TORONTO

Swan Service

Ford, Big Business, Prosperity

They Are Roundly Spoofed in "Whither, Whither?"

"Whither, Whither, or After Sex, What?" The Macaulay Company, September, 1930.

IT must be admitted at once that only one chapter in this book concerns itself with Mr. Ford, Big Business, Prosperity and other things pertaining to our presentday industrial life. This chapter is titled: "Waste: or the Future of Prosperity," and is written by Kenneth Burke, which further means that each chapter in the book is written by an "authority" on the particular subject which has been assigned to him. According to the title page this book is "A Symposium to End Symposiums," and was conceived and written in that spirit. As most important symposiums have editors, this symposium has an editor-Walter S. Hankel.

But, to get back to waste. We find, first of all, that Mr. Burke has dedicated his chapter to Mr. Henry Ford. It is inserted at the foot of the first page of this chapter and reads: "Note: This essay is dedicated to Mr. Henry Ford, who is planning to spend a hundred million dollars on our education. Would that we had as much to

spend on his."

Mr. Burke then starts his chapter easily, leading the reader on by small insinuations so as not to overburden him when he finally reaches the nub of the industrial situation. The author speaks of the restrictive psychology on the part of large corporations, using Childs' restaurants as his best example, which chain, by the way, among the savants, is known as the Café des Enfants. From there he jumps to the growing cynicism among advertising agents, the restoration of Christian ideals, the gradual disappearance of "success" courses, etc. With a last look at the difficult time culture is having in our present-day life, the author reaches his three big topics. "A more positive cause for hope, however, indeed the one overwhelming, undeniable and irrefut-

able cause for hope, lies in the doc-trines of Mr. Henry Ford. The salvation of the world lies in the prosperity of increased production and consumption. More and more every year, under the guidance of Mr. Ford, our people are being taught to buy what they don't need and replace it before it is worn out. When this process of education is complete, we may hope to see erected the most prosperous civilization in the history of man. To Mr. Henry Ford we owe the discovery that our noblest national prosperity depends upon attaining the maximum rate of destruction our national resources. . . .

This discovery of Mr. Henry Ford's should be called the Theory of the Economic Value of Waste. If people can be educated to the full realization of their function as wasters, if they can be taught to throw things away before they are worn out, the demand for these discarded commodities will be enormously increased, and our rate of production can be doubled, tripled, quadrupled, what you will. If people can be taught to waste enough, they can be kept busy for at least eighteen hours a day replacing the wasted commodities.

By this system, business need never face a saturation point. For though there is a limit to what a man can use, there is no limit whatever to what he can waste. The amount of production possible in a properly wasteful society is thus

seen to be enormous.

"Through Mr. Ford's discovery we have come to see that culture resides, not in leisure, but in work... We realize now that culture resides in prosperity, that production, that production, that production can only follow consumption, that the maximum consumption is made possible by the maximum possible waste, and therefore that culture depends upon a maximum of waste. (At least until there is nothing more to waste.)"

The paragraphs which follow, on

OC-

the ion ore

of

eed out.

1 15

see

To

dis-

mal

ing

ion

nry

ste.

as

to

are

disorof

led.

If

for

re-

eed

For

tt a

The n a

hus

ture

that

of can the ade

ture iste.

ning

, on

WHY

PHYSICAL CULTURE SELLS MORE FOOD PER ADVERTISING DOLLAR...

1. Helps Change Individuals' Habits

We naturally do not assume all the credit for the trend in the nation's food habits—yet it is interesting to note that —

Physical Culture has for years champloned milk, whole wheat bread, fruits and vegetables—and during the past 10 years the per capita consumption of milk has increased 33%; whole wheat bread has increased 29%; lettuce has increased 285%; oranges have increased 49%.

2. School Extension Work

We are in touch with 8,000 teachers of home economics in schools and supply them with data on nutrition in the form of food charts and specialized menu and recipe booklets.

3. Great Name For Food Merchandising

A large milling company advertises one of its products exclusively in Physical Culture and sends 1,000 copies carrying these advertisements to important buyers. Two of the largest cereal manufacturers send broadsides containing editorial articles and their advertisements from Physical Culture to their leading accounts.

4. Low Rate

You get these selling features at a low rate per thousand readers—with exceedingly light duplication among other women's magazines.

in making up your 1931 schodules consider Physical Culture's particular effectiveness for selling food products.



The National Magazine of HEALTH and BEAUTY

MORE THAN 300,000 FAMILIES Live BY IT

A SUMMARY OF

"SCREEN BROADCASTS"

THE NEW USE OF THE SCREEN

Standard Unit Basis — Standard Cost Standard Placing and Distribution

The vast circuit of Paramount-Publix motion picture theatres stretching across the country is now available to national advertisers for the first time, under a concise and standardized plan of action.

To reach the enormous weekly audience attending these theatres, a new advertising medium, unlike anything previously known, has been created, to be known as "Screen Broadcasts" which will be booked into Paramount-Publix Theatres throughout the country as a regular weekly short subject.

"Screen Broadcasts" are short, natural color, motion pictures, with full synchronized musical accompaniment, each carrying, inserted, a maximum of six fifty-foot advertising messages. They are so named because of the adoption of a principle of radio in their presentation. Each "Screen Broadcast" begins with a musical fessure of high entertainment value, which after a few moments on the screen "dissolves" into an action playlet, carrying the message of the first advertiser, the musical accompaniment continuing while the advertiser's appeal is presented. After about fifty feet, it again "dissolves" into the second advertiser's message and so on the musical feature recurring at intervals. The musical feature closes the picture. Never more than six advertisers are included in any issue of "Screen Broadcasts."

We have found, from experience with some eighteen thousand local and semi-national advertisers, during the period of development, that theatre audiences will actively enjoy this new presentation.

This new medium offers many privileges and opportunities hitherto unavailable to the national advertiser. The following considerations are of vital importance:

HERE, FOR THE FIRST TIME, THE NATIONAL ADVERTISER MAY

- -DEMONSTRATE and VITALIZE his message or product, as well as DISPLAY it, exactly as it is, on the Motion Picture Theatre Screen.
- —have an absolute assurance of getting on the screen at every regular performance.

work
verti
alon
rios
have

plete

featu

of to tinuit to cr color produ tion :

HEF

much divert vivid as you

W. JC

New 3

1930

11

hing

inder

r ad-

o be

ublix

full

of six

n of

with

ts on

first

ppeal dver-

usical ed in

and

ences

avail-

im-

- -show his products on the screen in full natural colors.
- —buy, at card rates, integrated circulation for his advertising motion pictures—locally, sectionally, or nationally, on an entirely flexible basis.
- —have at his disposal a system for the booking and distribution of his films to the theatres in which he has purchased space.

"Screen Broadcasts" is a highly standardized machine, ready to go to work in all its phases of operation. The moment an estimate covering the advertiser's circulation needs is approved, our Plan and Idea Department, either alone or in conjunction with the advertiser and agent, suggests plans and scenarios in keeping with the advertiser's theme for that season or year. These must have approval by the advertiser before production. We are prepared with unlimited facilities for the production of the finest films. After production is completed, these films are booked by us into the theatres in the same manner as the feature picture itself.

The cost of market coverage through this service is one-half cent per person, per theatre, per week, on a basis of paid attendance averaged over a period of twenty-six weeks. In this medium, as with all advertising media, continuity of attack is of vital importance. Therefore, the advertiser should plan to create a series of film units for use in "Screen Broadcasts." Under a color process recently perfected, technicians agree that we have arrived at color productions superior in many respects to anything yet achieved, both in delineation and in richness of natural color.

HERE IS A STANDARDIZED, USEABLE PLAN, FOR THE FIRST TIME OFFERED ANYWHERE

In this form of advertising there is no lossage; you know to a person how much attention you are buying. You find your prospect in the theatre with undiverted, relaxed and concentrated attention. He is ideally situated to receive vivid and lasting impressions. He cannot fail to get all of your sales story exactly as you want him to receive it.

Wire or write us for further information.

THEATRE SERVICE CORPORATION

420 LEXINGTON AVENUE NEW YORK, N. Y.

W. JOHNSON President DONALD D. DELANY National Advertising Manager

New York

Philadelphia

New Orleans

Cleveland

Chicago

the subject of obsolescence, are charming in content. So, too, are Mr. Burke's ideas on his law of Keeping Up with the Joneses. Near the end of the chapter there are interjected a few thoughts for the average person to sustain him through this benighted industrial civilization. He says: "For perhaps we can look forward to the day when the 'constructive attitude' can be maintained by a simple medical injection. . . . We dare to look forward to one unending bull market, unimpeded by any inter-mittent deficiency of the appropriate hormone such as took place in Wall Street recently. The day will soon come when such a loss of financial confidence will be looked upon, not as a problem in economics, but as a lapse in hygiene."

We Hope So, Too, Mr. Rankin

Wm. H. RANKIN COMPANY NEW YORK, SEPT. 9, 1930.

Editor of PRINTERS' INK: William H. Rankin, Jr., of the classified advertising department of the Chi-

fied advertising department of the Chicago Tribune, writes and asks that I send him "P. I." weekly.

So please enter his subscription—Allerton House, Chicago.

It is just twenty-seven years ago I started reading the Little Schoolmaster and I can truthfully say I have received more help from reading it every week than any thing else, and I'm sure my son will have the same experience.

WM. H. RANKIN.

"Westchester County Times," New Publication

The S-W Publishing Corporation has been formed at White Plains, N. Y., to publish the Westchester Cossisty Times, a weekly newspaper. Frank Mallen, formerly with the New York City News Association, is president of the compan.

J. B. English Joins Scripps-Howard

John B. English, formerly director of sales and publicity of Hahne & Com-pany, Newark, N. J., department store, has joined the national advertising staff of the Scripps-Howard Newspapers.

Appoints Sun Agency

The L. A. Darling Company, Bronson, Mich., manufacturer of display fixtures, has appointed the Sun Advertising Company, Toledo, to direct its advertising account. Business papers and direct mail will be used.

Report Insurance Sales for August

New life insurance purchases in August declined 8.7 per cent in comparison with the August, 1929, production, while the total amount of new business for the first eight months of this year is up 3/10 of 1 per cent over the cumula-tive total for the same period a year

For August, new ordinary life insurance sales totalled \$622,075,000, against \$698,196,000 in 1929, a decrease of 10.9 per cent. New industrial insurance amounted to \$233,745,000, against \$219.144,000 in 1929, an increase of 6.7 per amounted to \$23,73,500, agains \$23,144,000 in 1929, an increase of 6.7 per cent. New group insurance was \$73,-188,000, against \$99,773,000 last year, a decrease of 26.6 per cent. The aggregate of all classes for August, 1930, was \$929,008,000, against \$1,017,113,000 for August, 1929, a decrease of 8.7 per cent. The total of all classes written during the first eight months of 1930 was \$8,678,501,000, against \$3,551,501,000 during the similar period of 1929, an increase of 3/10 of 1 per cent. These figures are based on a report of the Association of Life Insurance Presidents and aggregate the business, exclusive of revivals, increases and dividend additions, of forty-four member companies which have 83 per cent of the total life insurance in all United States legal reserve companies. of 6.7 per was \$73.

States legal reserve companies.

Charles MacCabe Smith with Campbell-Ewald

Charles MacCabe Smith has joined the copy department of the Campbell-Ewald Company, Detroit advertising agency. He had been with Fuller & Smith, Cleveland, which recently became Fuller & Smith & Ross, Inc. Mr. Smith also was with the Charles Daniel Frey Company, Chicago, and, at one time, was advertising manager of the Celite Company, Los Angeles.

Heads Foreign Sales of Arco Company

Julio F. Sorxano has been appointed director of foreign sales of the Arco Company, Cleveland, manufacturer of paint, varnishes and lacquer. He was formerly export manager of the Standard Varnish Works and Toch Brothers, Inc., both of New York.

Joins Pennsylvania Select List

The Phoenixville, Pa., Republican has joined the Pennsylvania Select List and will be represented in the national advertising field by Fred Kimball, Inc., publishers' representative, New York, effective October 1.

Advanced by Dell Publishing

Miss E. C. King, formerly a mem-ber of the advertising sales staff at the Chicago office of the Dell Publishing Company, New York, has been ap-pointed Western advertising manager of that company.

for

in Au-parison I, while ess for year is umula-a year

insurinsuragainst of 10.9 urance \$219,-6.7 per \$73,-vear, a gregate, was 00 for 00 for cent. a dur-0 was 01,000

report urance siness, and ember ent of United

with

joined appell-tising ler & ecame Smith Frey time, Celite

rco

Arco r of was tand-thers,

List has and lad-Inc.,

nem-the hing ap-





Off! — in a cloud of dust

Contents

October Holiday

	28 C 12
Cover Design ADOLPH TREIDLER	
Frontispiece, "The Golden Gate" LESLIE RAGAN	18
Saturday-to-Monday	19
Vagabonding on Wheels SINCLAIR LEWIS	25
Step Right Inside! ELLIS PARKER BUTLER	27
So You Want to Visit New York WAINWRIGHT EVANS	28
In Praise of the Brook Trout STEPHEN LEACOCK	31
Not a Bath in a Tubful HELEN AUGUR	32
Four Holiday Paintings . JOHN RAE, ADOLPH TREIDLER,	
TONY SARG, JOHN HOLMGREN	34
I Want to Go to Newport HEYWOOD BROUN	39
Word Snapshots of a Wanderer RUSSEL CROUSE	40
Saba—Sublime and Ridiculous CAROL HARDING	42
What the Whistles Mean STEWART BEACH	45
Packing for Your Clothes' Sake ANNE C. GRANBECK	46
Off the Road Map (verse) BERTON BRALEY	48
Par Score for Tippers AGNES C. LAUT	49
A-Wing to Your Hunting Ground BRUCE GOULD	50
	2
High-Lights on the Football Map	8
The Fine Art of Adventuring	15
The Holiday Horizon	52
Things for Goers	
In Defense of the America's Cup	
The Holiday Chartroom	
Where, how far, and for how much	69

A 74-page magazine, beautifully printed, richly illustrated (including a frontispiece in full color and a 4-page full color insert) th

A ne mont wide and c

ime a

Whener of est beights of plane yes.

To ansist yes.

To assist yes life—to exte veckendo—t—to hold up for recreation taker — after

ster ent, t uine to Call to the Rock Glasier Par Mohavik T in the trip, lyage to the do or Havi gland, Japa Il suggest the close things

the new room the new room referenced of we present of all you have all what a di intrations by he flac, Joh

OLIL

This dent

FS

For your playtime hours throughout the year -

here's -

A new and alluring monthly magazine of wider horizons-guide and counsel for your more interesting playdme activities-teeming with enchanting trails to everywhere.

Of of the land of every day cares—into the heart of the great outdoors—up to the great ot heights of sport and recreation—away into the delights of perfectly planned interes—let Heliday

To assist you to get more real enjoyment out of life-to extend vacuation time throughout all the verkends—to plan an enticing playtime program— to held up a mirror of all of life's possibilities for recreation—that is the mission of Holiday.

ideer-afoat-aloft. Travel as you will-by more cer. train, bus, steamer, sirplane, from hine to California—from Quebec to Key West to the Rockies—the Big Sunkkos—the Youcasibe Clasice Park—along the Oregon, Susquehanna or Hohavh Trails—and Holiday will help you plus the trip.

Viyage to the ounshine of the Bahauma, Bermuda, Ghe or Hhwaii—take a blue water cruice to lagland, Japan, France or Germany—Holiday vil ouggest the most interesting places—the most outsus things to see—the happiest things to do.

Jut all the lare of adventure to the lave of turnl-drop in constaline visits of cockasting joss-then a dash of old traffs intermingling with our routes of securic heasty-throw in the actions of the best in sports-fill up with the our present urgs to up places" and "see things" and you have floriday.

had what a delight to read: Gorgeous full-color Sistrations by such famous artists as Tony Sarg, John Roc, John Holmgren, Adolph Treidler and Luie Rogan Seautiful full-page photographo—

OCTOBER, 1930 O cents 4y SHICLAR LEWIS My Last Reserv A Line on Pinking & STRPMEN LEAGUES Let's Go to the Pair! by HALLS PARKER SUTLEM on Other States Francis States of re Pages la Puil Color SARG - TRANSLER - RAE ROLNGHON - RAGAN

depicting the grandest of Nature's handi-work, as well as Man's most majestic achievements! Integring skotohes and cortoons which add sest and interest to

And-in every issue-absorbing and in-formative articles that carry you away in

chapsody to the spots that Nature has set sport for humanity's implication. You'll want Holiday—haginning with the very first insoo. Buy it at your fiverist news stand today—and unlock the dose to a world of play more glorious than the printed page has ever brought believe.

OLIDAY on Sale Today at Your NEWS STAND-10 cents

Impulse

This advertisement, in full newspaper page size appeared coincident with the publication of Holiday in the following newspapers

New York Herald Tribune, New York Times, Chicago Tribune, Detroit Free Press, Philadelphia Public Ledger, Boston Herald Traveler, St. Louis Globe Democrat, Cleveland Plain Dealer, Atlanta Journal, San Francisco Examiner, Los Angeles Examiner, Washington Star, Washington Times, Washington News, Washington Herald.

50 2

PACE

18

19

25

27 R

28

31

32 R

34

39

. 40

42

45 H

46

48

49

15 52 54

58

69

ted.

ece

ert)

Acceptance

By Advertisers

The October number of Holiday carries 25 pages of paid advertising.

140 Advertisers have contracted for 403 pages of advertising in the first twelve issues of Holiday.

By Reading Public

Response to the subscription solicitation for Holiday has been immediate and enheartening. Response to circulars by mail has been prompt and in these days of difficult direct-by-mail effort exceedingly gratifying.

50,000 copies have been distributed among the newsstands—and have had a fine reception. Already re-orders are being entered from a number of newsdealers and stocks are well depleted at all stands where early check-ups have been possible.

Holiday has taken hold.

HOLIDAY

Published by the American Automobile Association, founded 1902with more than 1000 affiliated motor clubs in the United States, Canada and Europe.

> National Headquarters: Washington, D. C. Publishing Office: Chrysler Building, New York City

C. W. FULLER, Advertising Manager, Chrysler Building, New York

Western Advertising Manager
ARCHER A. KING, Inc.
180 North Michigan Avenue, Chicago

New England Office SWEENEY & McDONALD 77 Summer Street, Boston

Southern Office
BLANCHARD-NICHOLS-COLEMAN
Grant Building, Atlanta, Georgia

Pucific Coast Offices SIMPSON-REILLY Russ Building, San Francisco, Calif. 201 Union Oil Building, Los Angeles, Calif. f paid

rtising

s been ail has l effort

s—and entered eted at

902

n.

Calif.



"Sock the Surplus"—The Battle Cry of a New Campaign

That Goliath, Old Man Surplus, Meets a David with a New Slingshot

By Frank J. Taylor

"SOCK the Surplus."
Travelers in the Great Valley and other grape growing areas of California have been literally "socked in the eye" with this cryptic phrase during the last few weeks. Newspapers, posters, window displays and every other avenue of advertising have flaunted it in big, black letters.

"Sock the surplus" may be meaningless elsewhere, but to the California vineyardist it means that Old Man Surplus, the Goliath who runs amuck periodically among the farmers, is about to meet a David

with a new slingshot.

That slingshot is advertising. The grape growers have united with the packers, the commission merchants and all others interested in the industry, to wage war on

surplus crops.

"Sock the surplus" was the battle cry of the campaign to sign up 85 per cent of the grape acreage of California for the advertising war chest, a campaign that just went over the top by a narrow

margin.

The grape growers are the sec-ond group of California farmers recently to turn to advertising as a weapon with which to defeat the now almost annual catastrophe of surplus crops and glutted markets. The prune growers had completed their reorganization a few weeks earlier.

These two ventures, the Grape Control Board and the Dried Fruit Institute, represent something quite new in co-operative advertising of agricultural products. They involve marketing ideas which, if successful, may mean the ultimate solution of the farm problem in a number of fields.

Co-operative marketing of farm products is nothing new in California. But heretofore each group has concentrated its advertising guns on trade-marked brands. The co-operative has devoted its efforts, just like any other manufacturer, to the job of making consumers familiar with a brand.

Some of these campaigns have been highly successful, notably Sunkist oranges. Others great in certain years, but lacked the wallop to move the surplus

when big crops came.

An even more serious problem was that of the private packer and distributor of these same products, who rode along on the demand built up by the co-operative, but who contributed nothing to the ad-

vertising campaign.

Under the new plan evolved by both the prune and the grape growers, the co-operatives will join forces with their hitherto bitter trade enemies, the private packers and commission dealers. Together they will raise an advertising war chest, to be devoted entirely to advertising that will stimulate a demand for prunes or grapes, irrespective of brand demand.

An Advertising War Chest

The advertising campaign will be purely institutional. The prune growers will hammer away at the health-giving qualities of their product, devoting half a million dollars annually to that one The co-operative will message. continue to market its Sunsweet brand, in competition with brands of a half dozen private packers, and will carry on a separate advertising campaign on behalf of its brand, supplementing the institutional campaign.

The grape growers have not yet decided upon the theme of their campaign, being involved right now in problems of organization and marketing, but they have set up already a grape by-products company known as Fruit Indus-tries, Inc., which is an indication that they intend to beat the surplus ultimately by finding entirely new ways for the consumer to use grapes.

There are a number of striking new angles to both of these plans, some of them revolutionary indeed.

For one thing, both create virtual monopolies of important food products, not only with the knowledge of the Federal Government, but with its aid.

The Farm Board has approved both the Prune Institute plan and the Grape Control Board. It has advanced the prune growers a half million dollars to launch their advertising campaign. It has loaned the grape growers' by-product subsidiary one million dollars, and has promised the Grape Control Board at least ten millions as working capital to reorganize the industry, taking as security a lien on the tax at point of shipment to which each vineyardist agrees when he signs to "sock the surplus."

How Money Is Raised

Another new and interesting wrinkle is the means used to raise money for the campaigns, from both co-operatives and private dealers, without cramping the style of either, or upsetting the already established channels of trade. Briefly, it is this:

The grower, when he signs up with the Board, or the Institute, agrees to sell his produce either to co-operative or to private packers and commission merchants who are "okey" with the Control Board, or the Prune Institute, as the case may be.

"Okey" packers and commission merchants are those who have a reputation for fair dealings with farmers and who, furthermore, agree to extract a tax of so much per ton at point of shipment and pay this in cash into the advertising war chests. With prunes, this advertising tax is \$2.50 per ton. With grapes, it is \$1.50 per ton. With grapes, it is \$1.50 per ton. The prune advertising budget will be well over half a million this year. The grape revenue will be more than two millions, but not all of it will go into advertising.

That brings up another interesting new angle in the grape plan. Ninety per cent of the grapes of the country are grown in California. A normal crop is around two million tons which is about 300,000 tons more than the American people consume annually in existing markets.

The grief that has come to the vineyardists has been due to glutted markets, which broke prices, resulting in losses for the entire industry. The grape industry, as a whole, faced the problem of increasing consumption 15 per cent, or of decreasing production that much.

Fruit Industries, Inc., was organized more than a year ago to tackle the problem from the point of view of increasing consumption through the use of by-products. So far the work has been confined largely to organization, and to experiments in a big laboratory, set up in San Francisco, under the direction of experienced chemists.

In the laboratory, thousands of recipes involving the use of grapes have been tested. The most promising to date is a "grape concentrate" which may be put up in tins and which may be made easily into a grape juice, good either as fresh juice or fermented into wine. Others that look good are wine jelly recipes, medicinal and sacramental wine products, and an extensive line of wine flavorings for cooking.

Fruit Industries, Inc., has already taken over and consolidated several of the largest grape byproduct companies, notably the Guasti wineries and canneries, which turn out 35,000 jars of wine jellies a week; the Garrett wineries, makers of medicinal wines, and others.

With this nucleus, Fruit Industries, Inc., the stock of which is owned by the growers, will establish a nation-wide marketing system to dispose of grape concentrate, flavorings, jellies and legal wines. Ultimately, it is the intention to market the surplus 15 per cent through this avenue, relying upon an extensive advertising campaign to stimulate a demand for grape products.

In the meantime and until this market is developed, the Grape Control Board, with the aid of

The only woman's magazine

which parallels your distribution in the First Grade rural counties of the United States.



a beautifully printed magazine edited for the
wives of outstandingly successful
farm operators.

72% in the richest counties

Government funds, is buying up the surplus 15 per cent of the grape crop and leaving it on the vines. This means of controlling the surplus will be continued for several years until Fruit Industries products have increased to a point where they can absorb the surplus.

It goes without saying that Fruit Industries, Inc., is embarking upon a marketing campaign that offers more than ordinary difficulties, and officials of the company are placing great hopes in advertising to make their business understood.

In the first place, the company is in the unique position of having three departments of the Federal Government hovering closely over its activities. The Farm Board is lending it money with which to start operations. The Department of Justice is interested in any monopoly which may smack of restraint of trade, and the prohibition enforcement bureau wants to know that the Volstead Act is not being violated. At the present time every one of these branches appears satisfied.

The prune growers, likewise, are tackling the creation of by-products as a means of "socking the surplus" though theirs is not a product that lends itself to so many uses as does the fruit of the vine.

Nevertheless the Prune Institute's reseasch work has evolved a prune flavoring for malted milk-drinks and bakery products which has been tried out and proved popular on the Pacific Coast. The Institute is experimenting with the idea of a nickel package of prunes, which people may eat raw. Raw prunes go particularly well with children who often tire of cooked prunes. If these and other products go well locally, they will, no doubt, be included in the national advertising campaigns.

Growers of other forms of farm produce in the West are watching with keen interest the evolution of these campaigns to advertising for industry as a whole. If the prune and grape campaigns are successful, there appears no reason why similar plans would not work for the citrus growers, the apple, neach and pear growers and others.

The most interesting angle of both enterprises has been the way in which growers and their traditional enemies, the packers, finally came to the conclusion, after years of costly experience, that the time had come to quit fighting each other and join forces to build up markets for entire industries, trusting that everyone would be able to peddle his wares, after advertising had created greater demand.

An Attic and "Printers' Ink" to Do the Trick

AMERICAN BANE & TRUST COMPANY RICHMOND, VA., SEPT. 11, 1930.

Editor of PRINTERS' INK:

In my attic at home, on a long row of shelves, I have most of the back numbers of PRINTERS' INK. I am going up there and start in tonight to read up on Community Fund selling from the many references which you were so kind to give me.

kind to give me.

I have subscribed to PRINTERS' INK
and PRINTERS' INK MONTHLY for the
last five years, and it is such excellent
service as you give now and have given
before that convinces me that yours
are publications which I dare not be
without.

Littleton Fitzgerald, Jr., Advertising Manager.

Edward Hooker Returns to Gardner Agency

Edward Hooker has returned to the Gardner Advertising Tompany, St. Louis, with which he was formerly associated for five years as an account executive. He returns to the Gardner agency as office manager, assisting F. M. Orchard, vice-president in charge of the St. Louis office. Mr. Hooker has recently been with Erwin, Wasey & Company, at New York, which he joined two years ago upon leaving the Gardner agency.

Made New York Manager, Porter Agency

James M. Mosely, formerly manager of sales promotion of the Atlantic Coast Fisheries Company, has been appointed New York manager of The Porter Corporation, Boston advertising agency. His headquarters will be at 6 East 45th Street.

Starts Hansel Advertising Service

Roscoe H. Hansel, who has been in the publishing business for the last fitteen years, has organized the Hansel Advertising Service at Columbus, Ohio. The new business has its offices in the Rowlands Building.





New

Southern Business The New Southern Transcontinental Mail and Passenger Government Contracts are Placed! Effective with October issue Southern Aviation will be on the newstands and add this circulation to its already remarkable growth in mail subscribers. Editorial content, of newstand interest, fitting the needs of the section, will be added.

This is of vast importance at the time for the new government southern transcontinental contracts HAVE JUST BEEN PLACED and embrace mail and passenger carrying on a basis which involves millions in airports and equipment for main, and necessary feeder lines. Besides, the South is the year around flying market which offers year around sales opportunities. It is THE time for working the Southern Market. For information on your possibilities, write

also publishers Southern Automotive Journal, Southern Power Journal, Cotton, Electrical South, Sauthern Hardware. SOUTHERN AVIATION

published by

W-R-C-SMITH PUBLISHING CO.
GRANT BLDG -- ATLANTA - GA.

PROMOTING good Do



Good Housekeeping Studio of ARCHITECTURE and FURNISHINGS the to it

aide Jam

Jam Her Ives

plun pap thei mag

add God than

in so

GOODHO

od Domestic Architecture - of Good Building Materials

OOD HOUSEKEEPING STUDIO, leader in the field of interior decorating, has widened its scope to include a house planning and building service. This natural development of the Studio's services is designed to aid Good Housekeeping's readers to instill good taste as well as comfort and livableness in the home they are planning to build and renovate.

Helen Koues, Director of Good Housekeeping Studio, will be aided in this work by a board of distinguished architects: Dwight James Baum, A. I. A., heads this board and his associates are C. Herrick Hammond, F. A. I. A.; Myron Hunt, F. A. I. A.; and Henry Ives Cobb, Jr., A. I. A.

For the last ten years advertisers of roofing, hardware, flooring, plumbing, heating equipment, lighting fixtures, shades, screens, wall papers, paints and varnishes, lumber and trim have placed more of their advertising in Good Housekeeping than in any other woman's magazine of large circulation.

The new architectural service of Good Housekeeping Studio will add materially to the values which have made this record possible. Good Housekeeping's 1,750,000 readers will depend on it more than ever for inspiration in planning their houses and for guidance in selecting the materials and equipment that go into them.

DHOUSEKEEPING

Everywoman's Magazine

bu co

tic

pe

fo

of

co

wl

gu

co

the

co

sol

sal

ma

wi son ma

dis me the

ma

We Announce

The Completion Of Our Advertising Organization With The Appointment

of

Mr. GEORGE W. QUIGLEY

as

ADVERTISING DIRECTOR

Western Advertising Manager

Miss JUNE DUNHAM CHICAGO

Personnel

of

NEW YORK OFFICE

WM. I. ENGLEHART GEO. A. MAINARDY E. L. SCHROEDER J. P. NOONE F. L. BELT

Personnel

of

CHICAGO

R. M. GRAHAM R. S. GAY VERNON S. QUIGLEY



TOWER MAGAZINES INCORPORATED

55 FIFTH AVENUE NEW YORK, N. Y. 919 N. MICHIGAN AVE. CHICAGO, ILL.

Seven Common Denominators of Marketing Securities and Merchandise

What Bankers Have Learned About Security Selling from Financing Advertisers

By Paul T. Cherington

Director of Research, J. Walter Thompson Company

T is pure guess to say that conditions which prevailed before the bull market will, of their own accord, return or that other condi-

tions will prevail.

The one certain point is that conditions, styles and outlooks change with securities just as they change in the field of commodities. It is just as essential for the dispenser of securities to study and analyze his markets as it is essential for the manufacturer or distributor of a soap, a perfume, a food or an automobile.

These questions and the scores of others which could be raised concerning financial advertising, when stripped of their shop language, are seen to be singularly like ordinary marketing problems for

commodities.

Changes in market, in product, in packaging practice, in sales methods, in methods of reaching the public, in advertising, in consumers' habits and attitudes are commonly encountered and are solved daily in the production and sale of merchandise. In the sale of securities good practice in marketing and a satisfactory technique in market study is not so widely accepted. And even in merchandise marketing this sort of technique is by no means universally in use. It will be my purpose to examine some of the results of scientific marketing as applied to merchandise operations to see what elements, if any, are transferrable to the marketing of securities.

One of the conspicuous results of market study experience is in ap-

preciation of the fact that market analysis has to do with the facilities of distribution as well as with the actual location and disposition of buyers.

A complete analysis of the consuming buyers leaves us still in the dark if we do not know they are related to retailers, and to their facilities for selling, and how the retailers are related to distributors and to manufacturing sources. Such a survey, to be complete, must, in short, deal not only with consumers able, willing and ready to buy, but also with "outlets" able, willing and

ready to sell.

A manufacturer of a certain type of furniture recently developed from a market survey the fact that the attitude of department and furniture stores toward his goods was even more important to him and his business success than the friendship of the general public. He had the consumers sufficiently interested in his goods to ask for them, but when they came to buy the stores sold them some other product. When the sales operations had been re-cast to conform to the results of a market survey a satisfactory basis was found for cordial and profitable co-operation between manufacturer and distributor, and in the consumer's interest.

This sort of problem can find a parallel in financial advertising without the slightest strain on the

imagination.

Another thing which has been learned from experience with market study is the fact that this is a specialized function not often conducted satisfactorily by a sales staff, or as a by-product of sales operations. The fundamental rea-

From a talk before the convention at Louisville, Ky., last week, of the Finan-cial Advertisers' Association.

son for this is the fact that while sales and sales records all deal primarily with the past, market analyses and market studies deal with the present or future.

A fresh and accurate study of consumers joined to a trade survey two years old or, worse still, used in connection with a misconception of the related trade problems due to past habits or settled practice, may lead to quite erroneous conclusions. There is enormous advantage in having all the essential features of the problem studied at one time and by investigators trained to work together and match their findings so as to make the resulting picture as complete and accurate as possible.

III

A third conclusion about market studies which can be applied to financial marketing problems as well as to the distribution of commodities is the fact that this work calls for a special technique as different from either the selling or manufacturing technique as these are different from each other.

Good salesmen seldom are good research men for the same reason that good research men seldom are good salesmen. The two activities call for differing gifts. In addition to the pressure of time and lack of aptitude, salesmen more often than not are likely to let their feeling and personal likes modify their interpretation, if not their selection of facts about the market. Without any intention to do it, they seldom can present facts which are free from bias.

IV

One concrete illustration of the specialized quality of the technique developed in market study is the specific application which has been worked out in the use of the practice of statistical "sampling." It has been well demonstrated in the use of statistical data that a sample which is representative and of sufficient size will, by the law of averages, yield close parallels to the larger mass.

T

Market research, in the sense of

study of underlying data showing purchasing power or the general buying habits or abilities of people, is another kindred measure of the size and location of markets.

If I were asked to indicate a suitable starting point for market research for the banking business my choice probably would be the development of methods for determining the tributary area for the sale of securities about those centers which experience has shown to be the focal centers for this type of purchase.

In connection with that, a natural supplementary survey would be a study of the attitude of bankers in those centers and in the tributary territories toward the types of securities salable there.

VI

The value of an outside point of view is due partly to this specialized nature of market study and partly to the actual detachment of the investigating body.

The desirability of the outside viewpoint can be illustrated by simple mention of one of the common characteristics developed by sales organizations. Almost anyone who has ever attended a sales convention has been impressed by the enormous importance which the sales staff attaches to the activities and price policies of competitorsoften to the exclusion of any consideration of potential new markets. From the salesman's point of view this not only is natural but it is quite wholesome. When it comes to laying sales plans or developing constructive sales strategy, however, these competitive elements necessarily must be given much less weight than it may be proper to assign to them in connection with the job of the salesmen on the road. They are one factor, but only one; and, even though important, they may not be the controlling factor in sales and advertising strategy.

VII

Another important point developed from market study is the fact that while many facts can be drawn from other fields much depends on their being interpreted at their true value. The geographic

for 92 consecutive MONTHS THE CALL-BULLETIN has led the San Francisco newspaper field in DAILY DISPLAY advertising

Here are Media Records, Inc., figures for the month of

AUGUST, 1930

CALL-BULLETIN (formerly The Call) leadership in DAILY DISPLAY advertising in San Francisco.

Sunday Papers

This leadership accorded The CALL-BULLETIN (and formerly The Call) by advertisers in San Francisco is based on their EXPERIENCE that the greatest evening circulation in the city of San Francisco and all Northern California is consistently productive of RESULTSI

Cash register performance determines where advertising appropriations are to be spent. Nearly eight years of leadership in daily display advertising linage stamps The CALL-BULLETIN as the leader in cash register performance in San Francisco.

SAN FRANCISCO'S LEADING EVENING NEWSPAPER

McCALL-BULLETIN

DOMINANT IN ITS FIELD

Represented in

NEW YORK by Herbert W. Moloney . 342 Madison Avenue CHICAGO by John H. Lederer Hearst Bldg. LOS ANGELES by Karl J. Shull . . . Transportation Bldg.

DETROIT by R. M. Miller General Motors Bldg.

distribution of markets in this country is a feature of market study which was long subject to misinterpretation.

Eight States, containing 41.76 per cent of the total population of the country, contain 83 per cent of the 53,000 stockholders of one large corporation whose securities are widely held.

To be sure, not all securities can be apportioned on the basis of 83 per cent to these eight States, but those similar in appeal to the one in question may be so apportioned much more safely than on the basis of population.

Another important lesson learned from studies of commodity markets is the increased importance of the consumer and the new significance of his reactions in recent years. Underlying all market research activity is one of the most elusive of all phenomena and the most difficult to interpret and gauge—the disposition of final consumers, and their reaction to the distribution and sales operations.

Market research is not as new to the investment banker of today as it was a few years back. The investment banker has gained a knowledge of the value of trade information and sound selling practices from his closer association with the corporations which he finances. Much has been said of the banker control in business and it is a fact that this control and supervision does in many cases exist to a very real degree. The banker has begun to see that he has much more than a collateral interest in those companies which he provides with capital. Whether or not he retains a direct financial interest in such companies, he still has a very real stake in their welfare from the standpoint of protecting his own business. He has to put his name behind the securities of these companies which he has financed and the investors who have bought these securities on his direct recommendation can hardly be blamed if they hold him, at least morally, responsible for any serious shortcomings in the conduct of the business. The banker is beginning to learn that he does well to understand and give thought to the merchandise policies as well as the financial policies of these companies.

The alert banker is paying more and more attention to the sales problems and the sales policies of those companies he has sponsored. He is fast learning the value of the market survey and its relation to sales results. With this knowledge is coming a realization that commercial research can be used to great advantage by the banker in his own business. A number of far-seeing bankers are recognizing the value of adding market research facilities to their buying organization.

In the buying of securities, investment bankers have long employed many agencies for checking security values. They maintain a large statistical staff to judge the past performance of the business. They employ auditors to check the company's books, they employ appraisers to appraise the value of properties, they employ engineers to determine the condition of machinery, the efficiency of operation, But beyond this there is another step which ought, in many cases, to be taken. This step is a practical check-up by trade analysis of actual marketing and competitive conditions with respect to products or services.

When such information is made a part of his basic study, the banker will find that it not only is helpful in determining the potentialities of a company, but that it may bring to light the existence of serious sales problems having a direct bearing on the continued prosperity of the company—problems which frequently do not come to light in the usual banking examinations.

Where such surveys have been used to supplement the more usual types of buying information, the banker is beginning to find in them valuable sales data which, while perhaps not suitable for printed sales literature, nevertheless become very helpful as sales arguments. Such information, often of a colorful nature, may provide the difference between a highly interesting sales picture and a very mediocre one.

30

ie

es

of d. ne to

ge

to in

ıg

n-

a

s.

p-

of

2-

y

a /-

to

le

1e

1-

of

a

)-

<u>c</u>-

T

al ne

le d We have just closed the first issue of

MODERN MAGAZINES

with advertising schedules amounting to

\$42,251.60

Shrewd buyers of advertising space know full well the significance of such a record. That is why we give you these figures not boastfully, but with a pardonable amount of pride.

Modern Magazines will be on sale October 1st only in the stores of S. S. Kresge Company and

S. H. Kress & Company

Modern Magazines represent controlled mass circulation . . . for the stores through which the magazines will be sold are located in cities of 10,000 population and over. Each store is in the very center of the individual trading areas.

The five hundred and twenty-five thousand circulation of Modern Magazines does not reach an unknown market . . . but that portion of thrifty shoppers that have been developed into customers of the S. S. Kresge Company and S. H. Kress & Company.

Let one of our representatives tell you why national advertisers have set aside all precedent in their consideration of new magazines and have scheduled \$42,251.60 in advertising in Modern Magazines before the first issue was distributed.

MODERN MAGAZINES

THE MODERN SCREEN MAGAZINE
THE MODERN LOVE MAGAZINE

100 Fifth Ave., N. Y. 540 No. Michigan Ave., Chicago

How

Chain store growth affects manufacturers

Sixteen years ago, PRINTERS' INK poked and prodded the then lusty infant—the chain store. The results of its examination were published in 1914 in a series of fourteen articles—the first thorough survey of the chain-store field.

Today, we are completing our second chainstore investigation. It has covered the nation. Hundreds of calls have been made—thousands of letters sent out. Our files are bulging with material; material that answers such questions as:

HAS CHAIN-STORE EXPANSION BEEN TOO RAPID?

ARE CHAINS THE ENEMIES OF ADVERTISED BRANDS?
HOW CAN MANUFACTURES KEEP INDEPENDENTS AS WE

How Can Manupacturers Keep Independents as Well as Chains Happy?

Is DISTRIBUTION THROUGH CHAINS CHEAPER THAN THROUGH INDEPENDENTS?

TO WHAT EXTENT ARE CHAINS BECOMING MANU-FACTURERS?

ARE SPECIAL SALESMEN NEEDED TO SELL TO CHAINS?

How Do Advertised Brands Stand Today in Chains?

How Can Manufacturers Work With Chain-Store Clerks?

WILL CHAINS USE DEALER HELP MATERIAL?

WILL MANUPACTURERS ESTABLISH THEIR OWN RETAIL CHAINS? All told, there will be from sixteen to twenty articles, written by M. M. Zimmerman, coauthor of the 1914 series. These articles were not written to appeal to chain-store executives—although they concern them deeply. Neither were they written to appeal to the independent—although he also will find plenty in the series to flag and hold his interest.

In fact, they are not intended to appeal to anybody—that implies bias and this is a series that has no ax to grind. They are being written with one big thought in mind; to wit:

> WHAT are the problems that the chain-store has presented to the manufacturer and how may they be solved?

That's a big question. Our answer—this series of articles—retorts in kind; in a big way.

Anyone affected by chain-store growth in any manner, shape, form or degree will find in these articles mental ammunition galore. The first article appears in this issue. The others will follow in succeeding numbers.

PRINTERS' INK

185 Madison Avenue - - - New York

MEMBER 100,000 GROUP OF AMERICAN CITIES

BOS OF OF OF OF OF AGE MARKET OVERAL Minimum Cost for Maximum Buying Power

A minimum of duplication only 6.8% in Peoris Advertisers have found that they can make their advertising dollars count without waste by concentrating their efforts in this productive medium reaching "4 out of 5" homes in this market. And as Peoria is one of the few centers of population where present employment is above a year ago it is to their advantage to use sizable space NOW in

THE PEORIA JOURNAL-TRANSCRIPT

Chas H Eddy Co., Nat'l. Repr., Chicago, New. York, Boston

Appoint Dunham, Younggreen, Lesan

The Porth Pie Corporation, Milwaukee, has placed its advertising account
with the office at that city of the Dunham, Younggreen, Leaan Company,
Chicago advertising agency.
The advertising for the Milwaukse
office of Farnum, Winter & Company,
stocks and bends, is also being handled
by the Dunham, Younggreen, Lesan
agency.

Join Bureau of Broadcasting

John Livingston, formerly vice-president and sales manager of the American Publishers Corporation, Chicago, has joined the advertising staff of the Bureau of Broadcasting of Radio Digest, Inc., of that city.

M. M. Whitfield, formerly Western manager of the former Modern Praciella and, prior to that, with the Chicago office of the Automotive Daily News, has ioined the Bureau of Broadcasting as a

joined the Bureau of Broadcasting as a special representative.

Hospital Furniture Account to Jerome B. Gray

H. D. Dougherty & Company, Phila-delphia, manufacturers of the Faultless line of asceptic steel hospital furniture, have appointed Jerome B. Gray, acver-tising agency of that city, to direct their advertising account. Business papers and direct mail will be used.

Conlon Washing Machines to Touzalin Agency

The Coalon Cerporation, Chicago, manufacturer of electric washing and ironing machines, has appointed the Charles H. Teuzalin Agency, Inc., advertising agency of that city, to direct its advertising account.

Death of F. L. Becker

Fred L. Becker, assistant sales manager of the Continental Paper & Bag Company, New York, died last week at Mount Vernon, N. Y. He had been assistant sales manager for the last four years and, before that, was manager of the Cleveland branch of the Continental company for sivese were. company for sixteen years.

Pear Account to Emil Brisacher

The Santa Clara Winter Pear Committee has appointed the San Francisco office of Emil Brisacher & Staff, advertising agency, to direct an advertising campaign in Cleveland, using newspaper and radio advertising, to feature Golden Autumn Pears of California.

Joins Brooke, Smith & French

S. J. Andrews, formerly with R. L. Polk & Company, Detroit, has joined Brooke, Smith & French, Inc., advertising agency of that city, as a field rep-

Chain Store Association Program Ready

The program Ready

The program for the annual convention of the National Chain Store Association to be held at the Palmer House, Chicago, September 29 and 30 and October 1, has been completed. Speakers and their subjects will include:

September 29, morning: Address of welcome, Albert H. Morrill, president; "What Is Ahead for the Chain Store Industry?" Alvin E. Dodd, assistant to the president, Sears, Roebuck and Company; "What Will Be the Result of Chain Baiting?" William Nelson Taft, editor, Philadelphia Retail Ledger; "The Economics of Tax Legislation," Robert M. Haig, professor of business administration, Columbia University; "The New Relation of Manufacturers to Chain Stores," Clarence Francis, vice-president, General Foods Corporation. Luncheon: Guest speaker, Silas Hardy Strawn, former president, American Bar Association, and chairman of the board, Montgomery Ward & Company.

September 30, morning: "Personnel Problems of the Chain Stores," Walter V. Davidson, president, Walter V. Davidson Corporation; "Chambers of Commerce and the Chain Store," Walter V. Davidson Corporation; "Chambers of Commerce and the Chain Store," A. S. Dudley, president, National Association of Commerce and the Chain Store," "A. S. Dudley, president, National Association of Commerce and the Chain Store," "A. S. Dudley, president, National Association of Commerce and the Chain Store," "A. S. Dudley, president, National Association of Commerce and the Chain Store," "A. S. Dudley, president, National Association of Commerce and the Chain Store," "Commerce Commence Commence Chambers of Commence Commence

of Commercial Organization Secretaries; "The Chain Stores as Citizens," J. C. Penney, chairman of the board, J. C. Penney Company. Luncheon: Guest speaker, Hon. James M. Beck, Congressman from Pennsylvania and former solicitor general of the United States Evening: "Looking Ahead in Government and Business," David Lawrence, president, United States Daily. October 1: This day will be devoted to the annual business meeting of the association.

association.

Agency Association to Hold Mid-Year Meetings

Two mid-year meetings of members of two muryear meetings of members of the American Association of Advertis-ing Agencies will be held in October. The Western meeting will be held at Chicago on October 22, and the Eastern meeting will be held at New York,

Chicago on October 22, and the Eastern meeting will be held at New York, October 29.

The Chicago meeting has been arranged for the day preceding the two-day convention of the Audit Bureau of Circulations. The quarterly meeting of the American Association of Advertising Agencies executive hoard will be held October 21, also in Chicago. Both Chicago meetings will be held at the Union League Club.

This will be the first time that the Four A's has held general meetings of meetings of the the property of the

"Rotarian" Appoints Simpson-Reilly

The Rotarian. Chicago, has precinted the Simpson-Reilly Company, publishers' representative, as its Pacific Coast rep-resentative at San Francisco and Los

Getting Factory and Office Workers to Hustle for Orders

In Most Organizations Only the Sales Force Is Expected to Go Out After Business

Editor of PRINTERS' IME:

We have some 600 workers in our several factories. In addition, our home office and branches employ some eighty-five people, not including the sales staff.

It occurred to me the other day, while the contract of the sales of the contract of the sales staff.

It occurred to me the other day, while examining our current state of business, that these approximately 700 employees haven't brought in seventy orders in the last seven years. Undoubtedly, that is as much the fault of the management as it is of the workers and we intend to remedy it.

Won't you send me a list of the articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY on getting factory and office workers to hustle for orders? I'm sure these articles will help us

I'm sure these articles will help us to formulate our plans.

President.

WE imagine that this executive is not alone in his deliberations concerning the possibilities of developing additional business through the development of the latent selling ability of office and factory workers. What is more, we have a pretty strong belief that many other executives would find this sort of planning to be not the least profitable of those matters that demand executive attention. A business grows much faster when everybody in the organization is fighting for business than when each employee sticks strictly to his own knitting and leaves selling exclusively to the sales force.

Perhaps the largest organization. from the standpoint of number of employees, to give this subject concentrated attention is the Baltimore & Ohio Railroad. President Daniel Willard has given of his own time, and insisted that other executives do likewise, to the development of a selling spirit among the entire staff. As a consequence, the Baltimore & Ohio organization has built up a reputation in the railroad field as a hustling sales crew that is the envy of the entire railroad field. B. & O. locomotive firemen, engineers, switchmen, roundhouse workers, all turn in business; business that otherwise might, in a number of cases, have gone to a competing line.

The latest move by the management to foster this selling spirit was described in last week's issue of PRINTERS' INK. It consists of the posting every Monday at about 800 points on the road, of a bulletin showing the current carloadings of the road. It is the expectation of the management that these weekly bulletins, with their quickly grasped message of the state of current business, will still further impress upon all workers the importance of getting for the B. & O. every shipment that might profitably be shipped over its lines.

Banks, as a group, have probably been more energetic in turning every employee into a salesman, than any other type of commercial organization. Such nationally known financial institutions as the Chatham & Phenix National Bank of New York, First National of Chicago, First National of St. Louis, National City of New York, and the Guardian Trust and Savings of Cleveland have obtained business in volume through practical application of the principle that every employee is, essentially, a member of the sales staff.

After the banks come the various public utilities. The Public Service Company of Northern Illinois, for example, has worked energetically along this line. The company reported that, in one year, non-selling employees turned in leads for appliance sales totaling 8,820. Of these, company salesmen sold 3,386-a remarkably high average — and the purchases of these people averaged \$91 per cus-

Of course there is a very definite reason why this plan should be so favored by railroads, banks and public utilities: the employees of these organizations, or at least a considerable number of them, are

The Outstanding Characteristic of the Circulation of The FINANCIAL WORLD is ACTIVE WEALTH

In order to arrive at the above conclusion, Dr. Daniel Starch, well known consultant in Commercial Research, made a survey of the subscribers of THE



FINANCIAL WORLD. The detailed report of his vitally interesting findings is a volume of some forty typewritten pages.

For busy executives however, we have prepared an illustrated tabloid digest of the report, which tells the story in 16 pages of large comparative graphs, so the data may be grasped quickly.

For instance, on pages 4 and 5, there are but 41 words to read, but the graphs tell an advertising man at a glance just how our subscription list is divided—40.3% Major Executives, 16.4% Professional, 10.3% Junior Executives, and so on. The other charts are just as concise and just as comprehensive.

A copy of either this interesting book "Occupations and Incomes of THE FINANCIAL WORLD Subscribers" or Dr. Starch's Complete Report will be sent to any interested executive. Please specify which you'd rather have.

Subscription \$10 Per Year

The FINANCIAL WORLD

Member A. B. C.

America's Investment and Business Weekly 53 PARK PLACE, NEW YORK, N. Y. in direct contact during business hours with the customers of the firms. The office employees of a manufacturing organization have this same contact but it is not equally true insofar as the typical factory worker is concerned.

The man operating a lathe in a factory making a washing machine usually has no contact, during working hours, with the buying public. To that extent he differs from the gas meter reader or certain types of railroad workers. But the interesting fact disclosed by the organizations mentioned is that during these employee-selling drives a major part of the business is obtained through contacts that the employees make outside of working hours.

Having the Whole Organization Think of Sales Has a Value

However, even admitting that the typical factory worker has not the same opportunity to do actual selling that is open to the bank or utility employee, there remains the important fact that innoculating the entire organization with the virus of sales is just as important as encouraging all workers to bring in signed orders.

Once the salesman out on the road signs up a new dealer, about 90 per cent of the job of holding that dealer falls on the factory and headquarters organization. The work of the best salesman in the world can be nullified by a sour letter from the home office, by delayed shipments, by imperfect products, by a telephone operator who demands one's pedigree before completing a call, etc. Conversely, any sales force would be helped immensely by a factory and office organization that handles all these matters properly and, in addition, is continually making suggestions that tend to improve the product and reduce its cost.

The entire subject has been thoroughly discussed in a dozen or more articles that have appeared in Printers' INK and Printers' INK MONTHLY. We shall be glad to send, on request, a list furnishing the titles of these articles and the dates of issues in which they will be found.—[Ed. Printers' INK.

Toy Account to Clark-McDaniel-Fisher & Spelman

The Gibbs Manufacturing Company, Canton, Olrio, manufacturer of toys and novelties, has appointed Clark-McDaniel-Fisher & Spelman, Inc., advertising agency of Civeland and Akron, Ohio, to direct its advertising account. Children's magazines, export and business papers and direct mail will be used.

P. H. Bruske Joins Zimmer-Keller

Paul Hale Bruske, formerly with the Savage Advertising Agency, Detroit, has joined Zimmer-Keller, Inc., Detroit advertising agency, as an account executive. He will continue as advertising counsel of the White Star Refining Company and the Handy Governor Corporation.

W. L. Fort, Jr., Joins "True Story Magazine"

W. L. Fort, Jr., formerly in charge of new business development for the Citizens Trust Company, Utica, N. Y., and, prior to that, with Moser & Cotins, Brown & Lyon, Inc., has joined the New York sales staff of True Story Magasine.

R. O. Ellsworth, Art Director, "The Parents' Magazine"

Ralph O. Ellsworth has been appointed art director of The Parents' Magazine, New York. He has been engaged in free-lance work and, at one time, was with the J. Walter Thompson Company.

To Represent "United States

Navy Weekly" in East
The United States Navy Weekly,
Washington, D. C., has appointed the
Charles D. Sterniels Organization, publishers' representative, New York, as
its Eastern advertising representative.

Appointed by Montreal Publications

G. Kenneth Cook, publishers' representative, New York, has been appointed advertising representative in the United States of Le Samedi, Le Revue Populaire and Le Film, all published at Montreal.

Hosiery Account to Stedfeld

Agency
The Fairway-Biltmore Hosiery Company, New York, has appointed The
H. L. Stedfeld Company, advertising
agency of that city, to direct its advertising account.

Joins Sun Agency W. L. Slayton, Jr., has joined the staff of the Sun Advertising Company, Toledo, Ohio.



Will She Ask for Your Product?

Yes—if it is advertised in The Inquirer and demonstrated at one of the regular Wednesday afternoon Food Lectures and Demonstrations held in The Inquirer's own auditorium. An average of 800 women demand admission every week.

Mrs. Anna B. Scott, Inquirer Food Expert and Demonstrator

has already started her fall and winter series of food talks—telling women how to cook, what to cook and where to buy it. Philadelphia housewives will be reading The Inquirer Food Pages with intense interest for months to come!

Wire Now for Complete Details

The Philadelphia Inquirer

Broad and Callowhill Sts., Philadelphia

Brunch Offices

NEW YORK-285 Medison Avenue

SAN FRANCISCO
Thes. L. Emery
Russ Building

DETROIT
John B. Woodwa
406 Fine Arts B

CHICAGO John B. Woodward John B. Michigan Av

the

oth

bra

blo



The PORTER CORPORATION General Advertising

ANNOUNCES

the removal of its New York Offices

from 205 East 42nd Street

to

6 East 45th Street

Vanderbilt 0780

and the appointment of

MR. JAMES M. MOSELY

formerly Manager of Sales Promotion, Atlantic Coast Fisheries Co.

2.5

NEW YORK MANAGER



THE PORTER CORPORATION 88 Pearl St. Boston

Affiliated with Dickie-Raymond, Direct Mail Advertising, to render to additional New York advertisers, the benefits of a complete advertising service.

Financial Advertisers Take Inventory

They Hear Charge That Undue Conservatism of Bankers Prevents Full Employment of Advertising to Check Depression— F. R. Kerman Elected President

THREE days were taken last week to call advertising to account for its services to the financial world, and to call bankers to account for their attitude toward advertising as an economic force. On the latter phase of this stock-

IV.

F. R. Kerman

taking, which constituted the annual convention of the Financial Advertisers' Association at Louisville, Ky., three speakers outside of the financial fraternity dertook the task of reviewing and criticizing the attitude of bankers toward advertising.

Gilbert T. Hodges, president of the Advertising Federation of America, and Earnest Elmo Calkins, president, Calkins & Holden, Inc., New York advertising agency, both deplored what they described as the failure on the part of bankers to utilize the force of advertising to keep business on an even keel

Instead of using advertising in the cause of public confidence, Mr. Hodges said, bankers laid down their arms and asked for an armistice. "Nor did they act thus for themselves alone," he explained, "but, by their example, they influenced their clients to retrench, to cut down their overhead expenses, to shorten their production, to lessen their inventories, and to reduce their bank loans. In other words, instead of breasting bravely the threatening waves of an adversity that was born of fear, they sought shelter for themselves and bade their clients come under the lee until the storm should blow by."

Proper advertising at the time, Mr. Hodges asserted, would have advised the workers, who are the spenders and so the real foundation of profitable production, to go right ahead living their normal lives, to keep on buying goods that would make their lives fuller and richer, just as they would have done had there been no October crash in securities.

In somewhat similar vein, Mr. Calkins surveyed past events and the lessons that bankers might draw therefrom. He suggested that financial institutions maintain two advertising appropriations; one for their own advertising, to explain and sell the services of their own concerns; the other, a much larger appropriation, to be used as an emergency fund to be devoted

to telling business, their own customers, their own community and their own country, those things which, if understood and acted upon, would keep the fabric of business on an even keel, and especially prevent, he said, such colossal exhibitions of nervousness, cowardice and temporizing as we have experienced so far this year."

Some of the reactions which familiarity with the problems of advertising is bringing to bear on the problems of bankers themselves were enumerated by Ralph Starr Butler, vice-president, General Foods Corporation. His talk, in part, was reported in the September 18 issue of PRINTERS' INK. Extracts from the address of another speaker on the program, Paul T. Cherington, are given elsewhere in this issue.

Those speakers already mentioned formed but a small part of the many who addressed the general and departmental sessions on matters which had to do with the work of those who direct the advertising activities of trusts, savings banks and security houses,

pu

re

vic

oti

the

Or

be

ser L/

of

tio

bes

the

Ro

her

Thi

cle

Spi

any

Thi

PR

nize

the

Am

LA

than

ony

of t

peo

wid

han

202

clus

35% ilies

11,8

depo

Said A. E. Bryson, vice-president, Halsey Stuart & Company, and retiring president of the association, in answer to the question implied in the convention theme, "Meeting the challenge of the next decade:

"I would forecast with considerable assurance that advertising will be relied upon increasingly to assist in the job that still remains to be done if the people of the nation are to become in a true sense savers and investors. I venture the opinion that the amount spent for financial advertising, already large in the aggregate, will be completely dwarfed by the greater sums that will be so employed during the next ten years. And growing out of our past ex-perience, these sums will be more productively spent, for supporting the advertising will be a sales organization comparable to found in commercial fields. this inevitable trend will come new opportunities for those charged with the fascinating job of interpreting our institutions to the pub-We will find our futures limited only by our capacities for making the most of our opportuni-

A Record Exhibit

More than 400 delegates, representing the leading banks, trust companies and investment houses of the United States and Canada attended the sessions. A record number of panels displaying examples of financial advertising done by members was a feature of the convention and the subject of a special luncheon during which ten members described the theory and results involved in their exhibits. Jacob Kushner, assistant secretary of the United States Trust Co., Paterson, N. J., and chairman of the exhibit committee, presided. A new feature this year was the addition of photographs of outstanding lobby displays used by banks. In these the trend seemed to be to displays of products of industrial customers.

Another departure was a series of dinners at which round table discussions were possible. These were the investment departmental in charge of Joseph J. Levin, advertising manager of A. G. Becker and Co., Chicago.; trust development, led by H. F. Pelham, vicepresident of the Citizens and Southern National Bank, Atlanta, and new business managers, led by E. V. Newton, assistant secretary, Cleveland Trust Co.

Cleveland Trust Co. F. R. Kerman, vice-president, Transamerica Corporation, San Francisco, and first vice-president of the association, was elected president. Other officers and directors named were:

First vice-president, C. H. McMahon, assistant vice-president, First National Bank, Detroit; second vice-president, H. A. Lyon, advertising manager, Bankers Trust Co. New York; third vice-president, Alva G. Maxwell, vice-president, Citizens and Southern National Bank, Atlanta; treasurer, E. A. Hintz, Peoples Trust and Savings Bank, Chicago.

Chicago.

Directors: Virgil Allen, Jr., assistant vice-president, First Bank and Trust Co., Utica, N. Y.; C. E. Bourne, advertising manager, Royal Bank of Canada, Montreal; A. E. Bryson, vice-president, Halsey Stuart and Co., Chicago; Frank G. Burrows, advertising manager, Irving Trust Co., New York; Walter Distelborst, advertising manager, First National Bank, Louisville; Charles W. Earle, Harris Forbes and Co., Boston;

Boston;
Frank Fuchs, advertising manager, First National Bank, St.
Louis; Carl Gode, Continental Illinois Bank and Trust Co., Chicago;
Robert J. Izant, vice-president,
Central United National Bank,
Cleveland; Tom Kiphart, advertising
manager. Fifth-Third Union Trust
Co., Cincinnati; Jacob Kushner,
assistant secretary, United States
Trust Co., Paterson, N. J.; A.
Douglas Oliver, assistant vice-president, Provident Trust Co., Philadelphia;
H. F. Pelham, vice-president,

H. F. Pelham, vice-president, Citzens and Southern National Bank, Atlanta; John Poole, president, Federal Trust Co., Washington; Ethel B. Scully, vice-president, Morris Fox and Co., Milwaukee; and I. I. Sperling, assistant vice-president, Cleveland Trust Co., Cleveland.

Boston was selected for the 1931 convention to be held some time in September.

There were three separate departmentals—one for members representing institutions in cities of 25,000 and under, the second for those in cities of 25,000 to 100,000, and the third group for those in cities of 100,000 and up. The advertising exhibits were also arranged on this basis.

ın

931

ime

de-

of for

000,

ad-

Twelve Hundred Fifty-Eight

E more

publications in the United States receive the Associated Press Service. 12 of these are printed in other languages than English. Of these 12, 9 are charter members. Only 3 newspapers, therefore, have been granted this world-wide news service.

LA PRENSA is one of the 3. Out of 1,000 (Ayer's) or more publications printed in other languages besides English, LA PRENSA is the only newspaper, east of the Rockies to be granted this comprehensive and complete service.

Through this service, LA PRENSA clears and publishes daily more Spanish-speaking world cables than any other metropolitan paper. Through its sane and friendly treatment of this news, LA PRENSA has come to be recognized by Pan-American leaders as the interpretative medium of the Americas.

LA PRENSA is, accordingly, more than just a newspaper to this colony here. It is an intimate part of the daily lives of these 100,000 peoples; it is thoroughly read, widely quoted, and passed from hand to hand.

202 or more retailers catering exclusively to this colony serve but 35% of the needs of its 13,000 families and its 1,000 boarding houses. 11,800 automobiles, \$80,000,000.00 deposits, \$250,000 business organi-



nations tell only part of the story of this productive market.

Facts and figures, we will be glad to submit.

LA PRENSA

OF NEW YORK

MEMBERS OF A.B.C.; ASSOC. PRESS; A.N.P.A. P.A.N.Y.C.

Life Savers Increases a Product's Sales 149 Per Cent

By Adapting the Product More Closely to the Life Saver Line and by Advertising

By Arthur H. Little

THE background: A business recession.

The problem: Against that background, to develop and promote a

new product.

The solution: Proceed as if there were no business depression. If necessary, redesign the product to give it the appearance and the specialized appeal of the old line. Establish distribution. Then advertise the product in a manner that will establish its identity in the family of products and at the same time reveal it as something new and something different from anything in its class.

The result: The product's sales will climb so high that you can use the volume itself as a selling

point with your trade.

In synopsis, the procedure is simple. Just as simple is the explanation of General Sales Manager S. E. Judd, of Life Savers, Inc., of the unusual achievement of Life Savers' newest line of products, a group of fruit drops, the sales of which, in the first six months of 1930 exceeded the sales of the first half of 1929 by 149 9/10 per cent.

First, the product: Back in 1925

Life Savers, Inc., began selling fruit drops, an addition to the line of mint confections that had given the company its name. Flowing through the same broad channels of distribution that for years had been carrying the mints, the fruit drops sold. But in the process they seemed to demonstrate that a fruit drop is, more or less, just a fruit drop. Generally speaking, and assuming that both men use the same quality ingredients, a fruit drop made by Jones need be no different from a fruit drop made by Smith -unless Jones can put into his fruit drop something besides ingredients.

It was that plus-quality that Life Savers sought, and with difficulty. The difficulty lay, not in a search for something unknown, but rather in a search for a method by which to apply something known. The Life Saver fruit drops were solid disks. Each of them lacked the characteristic that quite literally had made Life Savers. Paradoxically, that characteristic was nothing, and yet it was everything. It was the hole in the middle.

As to origin, that hole was no



Pictorially the Flavors Were Keyed to Their Respective Origins in Consumer Advertising—Above Is a Car Card

ng

ne

en

ng els

uit

uit

uit

as-

me op

ent

his

in-

ife lty.

her

The

olid

the

lly

th-It

no

BUSINESS OR BUSINESS

Automobiles

People of the Syracuse trade area spend over \$17,000,000 yearly for automobiles.

Food

People of the Syracuse trade area spend over \$28,000,000 yearly for food.

Drugs and Toilet Goods

People of the Syracuse trade area spend over \$3,000,000 yearly for drugs and toilet goods.

Radio

Within a ten-mile radius, including Syracuse, there are 62,500 wired homes. What a market for radio and electrical appliances!

Autos—Food—Drugs and Toilet Goods—Radios—are being bought daily from advertising appearing in



New York Detroit Chicago



Philadelphia Boston San Francisco

PAUL BLOCK, Inc.

Representatives

Daily over 60,000

Sunday over 70,000

MR. T. A. MORROW, formerly Vice-President of Gold Dust Corporation, has joined our organization in the capacity of merchandising advisor. Mr. Morrow's headquarters will be at our New York office, 370 Lexington Avenue.

The Homer McKee Co., Inc.

NÉW YORK INDIANAPOLIS CHICAGO mere stunt or trick. It was even more than an idea. It was Life Saver's basic principle, as much the foundation of the business as is the concrete that underlies the company's factory in Port Chester. Upon it, in 1913, two former advertising men, Edward J. Noble and J. Roy Allen, actually had founded the enterprise when they took over the nearly defunct Crane's Life Saver Peppermints, and upon that hole they staked their future.

It seems fair to say that in the years since 1913 that hole in the middle of a Life Saver has become as well known to Americans as the

Grand Canyon.

But the Life Saver fruit drops, brought out in 1925, were solid. Strictly speaking, they weren't Life Savers at all. They must be called, and were called, Life Saver Brand. Legally, they belonged to the family, but they were step-

children.

As the company well knew, what the fruit drops needed was that hole in the middle. How to get it? It would seem that the answer ought to be simple. But it developed into an engineering task whose scope and complexity I need merely indicate here by comparing it with the job of tunneling a mountain range. Life Saver mints are not cooked. But fruit drops must be cooked, then "pulled" as taffy is pulled, then formed and packed. The production process must be attended by rigid control of the humidity and the temperature of the surrounding atmosphere. Finally, the machines that shape the disks and make the holes-if holes there are to be-must achieve mechanical miracles. Figuratively, and quite literally, the forming machines were the sticking point. Not until last year, and not until the company had imported two super-mechanics from Germany, was the machine problem whipped - and whipped so well that, as Mr. Judd describes the effect, the fruit drops "shoot out of those machines like bullets out of machine guns.

Last fall the "fruit drop with a hole" was ready. It was new.

It was different from any other fruit drop on the market. And yet, truly and structurally; it was a Life Saver. It belonged.

The next step was distribution, not the establishing of new channels for the channels already were there but the clearing of those channels of the superseded product, clearing it from the stocks of the jobbers and the shelves of the retailers.

"That," said Mr. Judd, laconi-

cally, "cost money."

Next, sampling and advertising. Ahead of the advertising, a broadside went out to the trade, a "teaser" affair that, on its exterior, proclaimed, "The public demanded 'IT'-we experimented with 'IT'-and here IT is!" and, in its interior, described it and told of the advertising avenues through which it was to be presented to the public. Life Savers, the Candy Drop with the Hole, pictured in its va-ried packages for its varied flavors, a spread of facsimiles of covers representing the consumer publications into which the advertising was to go, facsimiles of car-cards and window streamers-a broadside done in lively colors and concluding with the admonition: "Use this order card and be among the first to say, 'We've got the new Life Saver Fruit Drops.'"

The new product was news. Upon that assumption the consumer advertising was designed to serve two purposes—to announce and to sell. Throughout all the advertising ran a two-line headline, set in newspaper type and presented as if it had been torn from

a newspaper:



Pictorially, the flavors were keyed to their respective origins, and every advertisement's illustration spelled "drops"—drops of limegreen, for instance, dropping from an opened lime, the drops taking shape as they fall to form, at the bottom of the page, Lime Life Savers in their opened package.

Conceivably, the consumer-especially if he were a cynical con-sumer-might say: "All right. Fruit drops with a hole. What of it?" To him the copy on lime drops, for example, explained:

Rare delicious appetizing! The tang of Lime as you never have tasted it before. Lime Life Savers. The Fruit Drop with The Hole! China-bard, brittle, clear as emerald, Lime Drops to the first time in the ex-. delicious . for the hrst time in the ex-clusive Life Saver form . . bring an amazing new taste sensation! The instant Life Saver Lime Drops touch the tongue, their deli-cate flavor is swiftly released, fairly melting in your mouth! Always melting in your mouth! Always fresh and full-flavored, Lime Life Savers come to you in doubly protective wrappers of heavy aluminum foil and wax paper, the ends heatsealed and weatherproofed.

In other words, our product, now intimately identified with a line already well known to you, but a new product, too, and for you a new experience in confections.

For 1930 the company increased its advertising appropriation—raised it above 1929 by a margin of 15 per cent. The advertising philosophy of Life Savers, Inc., is simple and direct. It has been expressed in print—in PRINTERS' INK—by Mr. Judd. Discussing the detail of free deals, Mr. Judd wrote that his company's experience has "proved very conclusively the correctness of our theory that free deals do not result in in-creased sales, and that the only way to increase business for the jobber, retailer and manufacturer is to keep our message constantly in front of the most vital cog in the merchandising scheme - the ultimate consumer.

The theory's soundness seems further vindicated by the sales showing of the company's newest product. Introduced against a background of business recession, it has sold, and is selling, so voluminously that "The Hole News," the company's house-organ, records the mounting sales, graphically, as a news feature, to the end that he who runs a wholesale house may readily read.

Death of Harry L. Bridwell, Pioneer Decorative Designer

Pioneer Decorative Designer
Harry L. Bridwell, decorative artist
and a recognized authority on handlettering, died at Cincinnati, last week,
at the age of sixty-nine. His artistic
accomplishments expressed themselves in
many fields of endeavor. In advertising
he was a pioneer in the development of
handlettering in the early days when
sign advertisements were popular. Sign
advertisements were the then equivalent
of poster copy today, brief in text which
was handlettered to command attention.
Among those advertisers for whom he
worked were Royal Baking Powder,
Acolian and Ivory Soap, for which in
its early advertising history, he prepared
advertising designs. Mr. Bridwell designed many packages and, in his day,
originated the fine twenty-four sheet

posters used by theatrical stars, who used to visit him at his home to talk over the posters for their next plays. The Wurlitzer name in hand lettering as

The Wurlitzer name in hand lettering as used today was his creation.

In the held of publishing, he designed many magazine covers for Century and Harper's book plates and foot-pieces.

Many playing cards in use today were designed by him. For about twenty years the Strobridge Lithographing Company, Cincinnati, with which he was associated, issued small calendars which were designed by him. Sets of these calendars are kept by many artists for reference today.

Twenty-four years ago Mr. Bridwell,

reference today.

Twenty-four years ago Mr. Bridwell, through paralysis, lost the use of his right hand. He taught himself to use his left hand. The work so produced, in the opinion of critics, was even finer than that which he had done before.

He is survived by two sons and a daughter. Harry M. Bridwell and Dorothy Bridwell, both decorative artists have their own studie as Cincinnais.

ists, have their own studio at Cincinnati. Charles O. Bridwell is manager of the creative department of the General Out-door Advertising Company, New York.

Employing Printers Offer Course in Printing

The New York Employing Printers Association will give again, this year, the course it has conducted in the past for laymen and craftsmen under the name of "Elements of Printing and Printing Processes." The instructor will be Irving B. Simon, assistant production manager of the Macfadden Publications, Inc., New York.

To Represent Venezuela Paper

The Maracaibo, Venezuela, Heraid has appointed Joshua B. Powers, Inc., publishers' representative, New York, as its advertising representative in the United States.

Joins Pennsylvania Select List The Bangor, Pa., New has joined the Pennsylvania Select List and will be represented in the national advertising field by Fred Kimball, Inc., publishers' representative, New York.

anned Experience" use the other man's experience

STILL true is that old saying about experience being the best teacher. But most of us accept it without appreciating that experience may be of two sorts-the experience of other men, as well as our own, "canned experience," if you please, ready for use. Why not take advantage of the experience of other men so freely offered you in these practical and authoritative books?

HOOSE any of these McGraw-C Hill books that you would like to see. Use them for ten days free-keep those you want-send back those you don't want. You may even pay for

them on our Monthly Budget Plan, Minimum monthly payment \$3.00; balance to be paid in equal monthly instalments within six months. Same prices as for cash.

d i. e

r3

at

be ill

er

he st be McGraw-Hill Book Company, Inc. 370 Seventh Ave.

New York



1. Hall-THE ADVERTIS-ING HANDBOOK, Second

ING HANDBOOK, Second edition. 1048 pages, \$5.00 2. Surrey—LAYOUT TECH-NIQUE IN ADVERTISING. \$250 pages, 6 x 9, \$4.00 2. Dippy — ADVERTISING PRODUCTION METHODS, 318 pages, 6 x 9, \$4.00 4. Hall—THEORY AVD.

Hall - THEORY AND PRACTICE OF ADVER-TISING, 686 pages, 6 x 9, \$5.00

LATREST LLUSTRATION IN ADVERTISING, 319

pages, 6 x 9, \$4.00 Poffenberger—PSYCHOL

Fonenberger — PSYCHOLOGY IN ADVERTISING, 632 pages, 5½ x 8, \$5.00.
HARVARD ADVERTISING AWARDS — 1994-1998, 134 pages, 8½ x 11, \$2.50

\$3.50
8. Hall—RETAIL ADVERTISING AND SELLING, 566 pages, 4½ x 7, 85.00
9. Herrold—ADVERTISING COPY: PRINCIPLES AND PEACTICE, 585 pages, 5½ x 8, \$5.00
10. Lockwood—INDUSTRIAL ADVECTISING COPY. TO THE COPY. TO TO TO RETAIL ADVECTISING COPY. 386 pages, 5½ x 8, \$3.00
11. Brewster—INTRODUCTION TO RETAIL ADVERTISING, 319 pages, 5½ x 8, \$3.00
12. Starch—PRINCIPLES OF ADVERTISING, 998 pages, 5½ x 8, \$6.00

MAIL THIS COUPON TO SEE THESE McGRAW-HILL BOOKS

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York Send me, postpaid, the books checked, for 10 days' free examination: -1. Hall—The Advertising Handbook, \$5.00 -2. Surrey—Layout Technique in Advertising, \$4.00 7- Pre- examination:
7- Harvard Advertising Awards, 1924-1928, \$2.50
8- Hall—Retail Advertising and Seiling, \$3.00
9- Herrold—Advertising Copy, \$5.00
-10- Leckwood—Industrial Advertising Copy, \$3.00
-11- Browster—introduction to Retail Advertising, \$3.00
-12- Starch—Principles of Advertising, \$6.00

34.00

3. Dispr-Advertising Production Methods, 84.00

4. Hall—Theory and Practice of Advertising, 85.00

5. Larned-Hissertation in Advertising, 84.60

6. Peffenberger—Payehology in Advertising, 85.00

85.00

I agree to return those I do not wish to keep, postpaid, or to remit my first instalment of \$2.00

within 10 days	I Agree	to pa	the	balance.	in	equal	monthly	instalments	within	six	months.
Name						*****					
Address						*****	******	**********	******		
Miles 0 Miles											

Position.....Firm Name...... P. I. 9-25-30

National Publishers Meet

THE members of the National Publishers Association held their eleventh annual meeting at Sky Top Lodge, Cresco, Pa., on September 16 and 17. A. C. Pearson, president, presided at the business session which reviewed the activities of the association during the last year.

A report of the finance committee was presented by Roger W. Allen, treasurer, and on conditions in the printing industry by Ernest F. Eilert. The latter report discussed co-operative efforts by employer and employee to reduce overhead and improve methods.

A. D. Mayo, chairman of the transportation committee, submitted a report on the application of the National Publishers Association to the Interstate Commerce Commission for a reduction in freight rates on periodicals.

The report of the executive sec-

The report of the executive secretary, George C. Lucas, covered fully the various activities of the association including postal and copyright legislation, fraudulent magazine agents and the proposed Canadian duty on United States periodicals.

The status of copyright legislation now before Congress was covered in detail in a report submitted by Wm. B. Warner, chairman of the copyright committee. He reviewed briefly, the major provisions of the new general copyright bill. A matter of vital concern to magazine publishers, namely, the possibility of the new government in Canada placing a duty on United States periodicals entering that country, was also discussed.

This was followed by a report of the Postal Committee given by A. C. Pearson, chairman.

Merle Thorpe made some interesting remarks concerning government bureaucracy, and was followed by P. L. Thomson, president of the Audit Bureau of Circulations.

In addition to the business session, the meeting included the annual golf and tennis tournaments of the association.

A. C. Pearson, chairman, board of directors of the United Business Publishers, won a leg on the Swetland cup, with a low net of 150, for the 36-hole play.

The Curtis cup, for second low net, 36 holes, went to Wm. B. Warner, president of The McCall Company, who tied with Pearson, but lost the toss.

John H. Ramsey, circulation executive of the Condé Nast Publications, took third net for the two days with 152

days, with 152.

A leg on the Crowell cup for low net, first 18, was taken by Clair Maxwell, president of the Life Publishing Company, with 73. Second and third nets, first 18, were won by Nelson J. Peabody, publisher of Atlantic Publications, and Merle Thorpe, publisher of Nation's Business.

Low net for the second 18 gave a leg on the McGraw-Hill cup to L. D. Fermald, assistant general manager, The Condé Nast Publications, with a 72. Second low net went to L. C. Klemmer, treasurer of The Angus Company, with 74, third net going to Wm. Clayton, publisher of the Clayton Publications, with 75.

Eugene Kelley, vice-president of Musical Courier, won the driving contest, on the 240-yard third hole.

John C. Sterling, vice-president of McCall's, paired with Wm. B. Warner, president of McCall's, won the best ball of pairs contest, with a net of 66.

E. J. Murphy, of the Eagle Printing Company, won the guest contest, with 75.

In the tennis tournament W. E. Howe, Jr., Eastern manager of the Atlantic Monthly, won the singles finals from Roy Dickinson, associate editor of Printers' Ink. The doubles were won by Francis Brewster, circulation manager of Asia and W. E. Howe, Jr.

Officers and members of the board of directors for the ensuing year were elected as follows:

President, A. C. Pearson, United Business Publishers; first vice-president, A. D. Mayo, Crowell Publishing Company; second vice-oresident, P. S. Collins, Curtis Publishing Company; treasurer, Roger W. Allen, Hat Trade Publishing Com-



UNCHARTED SEAS

The ether waves form an advertising sea that is far from being thoroughly charted.

What will make a real impression on radio audiences? Actually testing a program to make sure it will do a good advertising job is very important. Many ideas can be tried out on a station like WTIC without investing in an enormous advertising expenditure.

WTIC is in the center of a most productive area and permits a national advertiser to put on a test campaign for a reasonable sum. Send for descriptive booklet.



THE TRAVELERS BROADCASTING SERVICE CORP.

WTIC GONN

THE IDEAL RADIO TEST STATION

paly; secretary, Francis L. Wurzburg, Condé Nast Publications.

Directors elected for a threeyear term expiring September, 1933, were:

Alexander Graham, circulation director, Pictorial Review Company; Clair Maxwell, president, Life Publishing Company; Marco Morrow, assistant publisher, Capper Publications; J. Malcolm Muir, president, McGraw-Hill Publishing Company; M. C. Robbins, president, Robbins Publishing Company; Merle Thorpe, publisher, Nation's Business.

K. F. Cowing with

Underwood & Underwood Kemper F. Cowing has joined the Washington, D. C. studio of Underwood & Underwood, photographers, to handle portrait publicity. For ten years he was with Harris & Ewing, of that city, in charge of their photographic news service.

L. A. Paeth, Vice-President, Frank B. White Agency

Louis A. Paeth, for many years art director of the Frank B. White Company, Chicago advertising agency, has been elected vice-president. He succeeds K. J. T. Ekblaw, resigned. Newspaper Executives to Hold Annual Fall Conference

Annual Fall Conference
The annual one-day fall conference of
the Newspaper Advertising Executives
Association will be held Thursday, October 23, at the Stevens Hotel, Chicago.
The morning and afternoon sessions will
be devoted to open discussions of matters of interest and importance to all
newspaper advertising executives. Program arrangements are in charge of
Alvin Magee, Louisville Conrier-Journal
and Times.

Standard Varnish Acquires National Varnish Company

The Standard Varnish Works, New York, have acquired the National Varnish Company, Long Island City, N. Y. F. W. Herz, president of the National Varnish Company and John E. Sanderson, vice-president, will join the Standard organization to direct respectively the National salesmen and the manufacture of the National products.

H. J. Burns Joins Fruit Industries, Ltd.

H. Jay Burns, formerly advertising manager of the Italian Vineyard Company, Los Angeles, has been made advertising manager and assistant sales manager of Fruit Industries, Ltd., San Francisco, a merger of wineries and producers of grape by-products

C

a

aidi W

fa

fa

tin

sh

no

Ne

ver ma

reta

goo

cert

D

Ha years editos

died

RADIO

RESULT

No.8

WHO?

In May, 1930, a leading manufacturer of automobiles decided to make a cold turkey test of radio without any advance notice to distributors or dealers. For five days of one week, there were three daily announcements on 96 stations. The subject of each announcement was an unusual trade-in offer at the local dealer's showroom.

The response was so extraordinary that the campaign was continued through a second week.

The complete story may be secured from

SCOTT HOWE BOWEN, Inc.

Radio Station Representatives

Chrysler Building, New York

Chicago

Philadelphia

Detroit

Boston -

Dellas

Who Pays for Inadequate Buying?

A RETAILER in the china and glassware field who had been ordering small lots from an importer all summer, met the shipper on a recent week-end at a mountain hotel.

The shipper, started on the subject of Old Mother Hubbard buying in general, asked his old friend, the retailer, a leading question, specific in its application.

First he showed him how, by ordering lots of 125 to 160 pounds sent by express, instead of his usual barrel lots shipped by freight,

he was running up his costs.

Then he said: "Who pays for it? Either you are passing the extra costs on to your customers, or you are losing profits."

In this case, as it came out in conversation, both the customer and the retailer were paying for the higher cost of small buying, on an approximately fifty-fifty basis.

The importer was being put to added expense in packing and handling; the only apparent gainer was the express company.

The effect of the habit on manufacturers is well illustrated by the fact that many branches of the textile industry are now working overtime to supply the sudden demand from retailers who found bare shelves when the public started to buy after Labor Day, the announcement that there is a shortage of Cadillac and La Salle cars in the New York district, and recent advertising in the sports wear field making open stock propositions to retailers "whose shelves show bare spots." One such advertisement says: "Delayed buying on fall goods has developed a situation where there will be a scarcity of certain types of merchandise."

Death of Harrington Fitzgerald

Harrington Fitzgerald; for thirty years business manager and managing editor of the former Philadelphia Item, died last week at Williamstown. Pa. He was eighty-three years old.



Let the big agencies guide the Leviathans.

We're keen for those modest accounts of \$10,000 to \$50,000 which don't interest them.

As a small agency, we can afford to give these advertisers service by the principals...more frequent contacts... and closer cooperation.

Give us the whistle and we'll come longside

Chas. Balls Reach
Advirtists, Agency
30 Clinton Spring Newark, N. J.

Pacific Agency Group Hears Talk on Rate Question

A BNORMALLY low retail rates are more responsible for the great spread between them and national rates, rather than a high national rate, in the opinion of John Benson, president of the American Association of Advertising Agencies. This opinion was expressed in one of two talks Mr. Benson made at the three-day convention of the Pacific Association of Advertising Agencies which was held at Medford, Oreg., last week. "Something must be done to

"Something must be done to equalize general and retail rates," Mr. Benson said. "The present situation is defrauding publishers of revenue and is confusing agencies in the handling of business. Likewise, we must have a study of the demoralization of advertising, those forces which are tearing down the responsiveness of advertising. Progress has been made in this country in the changing of rate structures, but has been hampered by the lack of solidarity among publishers themselves in failing to define a definite policy and sticking to it.

and sticking to it.

"We need such solidarity, which
will formulate a group to set up
standards of copy and prevent conditions which are cutting into the
credibility of advertising."

Study may be carried along also in the matter of shortening the time between closing date and publication dates of magazines, Mr. Benson declared. He also recommended that radio stations and their spheres of influence be made the subject of research.

The meeting at Medford marked the fifteenth annual convention of the Pacific agency group. David M. Botsford, president of the association, was chairman of the meeting which, in addresses and floor discussions, reviewed pertinent phases of advertising agency management.

A highlight of the convention was a consumers' clinic, conducted by Stanley G. Swamberg, of San Francisco. Twelve Medford

women, representing young girls, unmarried women, married women without children, married women with growing children and married women whose families are grown, were introduced to the convention for the purpose of describing their reactions to current advertising. They answered a questionnaire prepared by Mr. Swamberg and fellow agency research men, as did more than 110 other women who sent their replies to Medford newspapers. Two cigarette campaigns won the most votes among the current campaigns which came to the attention of the women.

Dan B. Miner, president, The Dan B. Miner Company, Los Angeles, was elected president of the association for the ensuing year. F. W. Strang, of the Strang & Prosser Advertising Agency, Seattle, and Walter B. Burke, San Francisco, were elected vice-presidents. W. F. Hannaford, The Dan B. Miner Company, Los Angeles, is secretary-treasurer.

geles, is secretary-treasurer.

T. T. McCarty, The McCarty Company, Los Angeles; P. P. Milne, Milne-Ryan-Gibson, Inc., Seattle; Henry Stephens, San Francisco, and David M. Botsford, Portland, are members of the board of directors.

General Motors Advances W. W. Lewis

W. W. Lewis, assistant general sales manager and director of advertising of the Cadillac Motor Car Company, Detroit, has been promoted to the staff of the advertising section of General Motors Corporation. Trueman F. Campbell, assistant director of advertising of the Cadillac Motor Car Company, becomes advertising manager.

Death of Edward S. Paret Edward S. Paret, vice-president, T. C. Davis & Sons, Philadelphia advertising service printers, died recently. For the last four years he had been treasurer of the Poor Richard Club of Philadelphia of which he had been a member for fifteen years. At the time of his death, Mr. Paret was sixty-five years old.

Brass Account to Associated

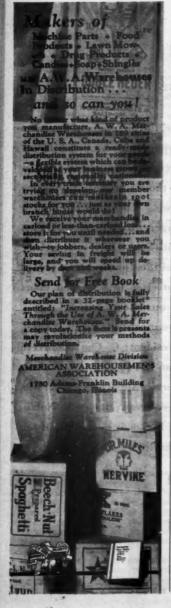
The Kelly Brass Works, Chicago, has appointed Associated Crafts, advertising agency of that city, to direct its advertising account. Business publications and direct mail will be used,

message
of thanks
to those
who have
helped us
grow

We, the members of Superior Typography, Inc., wish to express our sincere appreciation to those who have helped us grow. Now that we are in larger quarters at 305 East 45th Street, with even greater facilities for service, we pledge ourselves to unstinted effort in our clients' behalf.

Creative Staff: Paul J. Wienes, President; G. Clark Morrell; Van R. Pavey.

Service Staff: Edward A. Roth, Sec.-Treas.; James R. Nolan; E. H. Lord; E. H. Wilkinson; Charles P. Knill, Jr.



Chain Stores Weighed in the Balance

(Continued from page 8) chain, but the co-operative organizations were already not far behind the chains on staples and could with better organizations meet them on an even basis.

Selling Advantages: The selling advantage of the chains over most independents was shown by the much greater rapidity of their turnovers. In some lines and in some respects these advantages were due wholly to legitimate buying, selling and pricing. In others it was due to store manipulation and the push of private brands. Premium advertising was a strong feature with most chains. But all these were temporary advantages which the independents could neutralize.

Sales Management and Personnel: We found this the glaring weakness of the chain. Inadaptability of salespeople who could with difficulty be handled in the mass, gave great advantage to the independent storekeeper. The chains realized this weakness and were striving to correct it.

Accounting: In accounting the chains had no natural advantage over the independent though they utilized the best methods while the independents as a rule did not.

The chain's cost of doing business was generally reputed as being greater than the independents'. This was a mistake. While the total overhead of the chain was much larger, when divided among a large number of stores, it often showed surprisingly low figures.

In conclusion, there was apparently not one advantage the chains enjoyed which could not and would not be cut down in time by the independents. Even the manipulation of stores and departments, at a loss in one locality in order to kill off competition, was not solely their opportunity. The retailers' co-operatives could easily meet it by supporting a local member in fighting back.

The 1914 investigation disclosed

What I am doing

I am serving a very limited number of accounts, both as an art director and artist, creating the physical premise, making my own layouts, and executing the finished drawings.

I am convinced that good work can be done only by confining my efforts to as few subjects as possible. Carrying this conviction further, I shall accept only such things as lend themselves to my particular viewpoint and style of treatment.

. . and how

In order that my clients may receive the full benefit of my years of experience, both as an artist and agency executive, I shall undertake commissions by the year only, or special campaigns for the period of their duration. I have effected a plan of operation that has been pronounced, by those whom I am at present serving, as both practical and flexible, which I shall be glad to explain in detail to anyone interested.

MYRON C. PERLEY

BRONXVILLE, NEW YORK
BRONXVILLE 2128

there were approximately 2,500 chains in the country, of from three to 900 stores each with a total of approximately 30,000 chain-store units. The total annual volume of business did not exceed \$1,000,000,000. Today, according to the figures of the National Chain Store Association, there are over 8,200 chains with 210,000 stores, whose 1929 retail volume was \$8,525,470,000 or 18.9 per cent of the country's total. One chain alone, the A. & P. chain of grocery stores contributed one-eighth of the total volume. Its business amounted to over \$1,000,000.000 for 1929.

While chain stores have grown and multiplied their stores and volume to almost unprecedented proportions, we must not lose sight of the fact that the growth of the independent retailer has also been consistent and steady. New problems now confront the chain operator. He is passing through a period of readjustment, aggravated beyond its normal significance by many external influences. He faces a new kind of competition—a com-

petition vastly different from that he formerly encountered from the weak and unorganized independent retailer, during his expansion period. His competition is from the competitor chain and the mailorder houses which have turned chain and threaten to become the dominating factors in chain dis-. tribution—from a new type of progressive independent, who has adopted the chains' weapons, and knows how to use them effectively -from the organized voluntary chains which are able to meet the chain on an equal footing-and added to this, the organized community antagonism and anti-chain propaganda with the possibility of drastic anti-chain legislation in the immediate future.

In planning the present investigation we planned to seek solutions only to problems that are of vital interest to the advertiser, the manufacturer, the dealer and the chain store. It has been our aim to determine whether or not chain-store expansion has been too rapid. What new buying and selling forces have advertisers and inde-

YORK

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

REYNOLDS-FITZGERALD, INC., National Representatives

2 West 45th St., New York 1524 Chestnut St., Philadelphia 203 N. Wabash Ave., Chicago 401 Van Nuys Building, Los Angeles

240 Helbreck Building, San Francisco

pendents introduced to meet chain competition and are they waging a successful fight? To what extent are chains the enemies of the advertised brand? How can the chain and advertiser work together without the advertiser jeopardizing the good-will of the independent? Can national advertisers resist the chain's mass purchasing power and still obtain distribution at low cost? Do chains perform a service by making merchandise available to consumers on the most efficient basis?

Since chains claim they represent the outstanding example of retailing done, with the fixed purpose of getting standard merchandise to consumers at low prices, and because of their boasted efficiency in all the branches of buying and selling, the questions they ask are: "Why should so many manufacturers hesitate to make the fullest use of such excellent and improved retailing facilities? Are the methods employed by the chain subject to Government regulation, and are they such that sooner or later they will be condemned by the courts and suppressed by law?"

These are some of the more important questions Painters' Ink has set out to answer in this investigation. It needs the co-operation and assistance of all those interested in this problem. Readers are invited to send in any suggestions that will help make this undertaking a success and a real contribution to the interests of national distribution.

In the second article of the series, the rise of the chain-store method of merchandising will be sketched. It is necessary to set the stage somewhat carefully in preparation for a discussion of the ramified merchandising problems that have followed in the wake of the chain store's advance.

"The American Weekly" Opens St. Louis Office

The American Weekly has opened an office in the International Life Building, St. Louis. It will be in charge of George M. Mulroy and J. M. Price. Mr. Mulroy was, until recently, national advertising manager of the Chicago Tribase. Mr. Price has been with the Chicago office of The American Weekly.

LINOLEUMS & LAMPS LEMON SQUEEZERS & LINENS

The principal distributor of home and house furnishings is the department store. Its buying heads are reachable through

RETAILING
A Fairchild Publication
BEast 13th Street, New York

RETOUCHING SPECIALISTS

BLACK AND WHITE COLOR

ADDA AND KUENSTLER STUDIOS

70 E. 45 · NEW YORK Murray Hill 9237

successful \$12,000 executive

A thorough training in the sales, advertising, and merchandising problems of the retailer and manufacturer, plus national travel and research, has equipped this man to handle a position involving big responsibilities.

He is a graduate of Harvard College and the Harvard Graduate Business School. As Sales Promotion Manager, Educational Director and Advertising Manager, he has achieved real success in handling sales organizations, in opening new accounts and developing old ones.

He is interested primarily in one of the following positions:

> Sales Manager Asst. Sales Manager or Advertising Manager.

He is thirty-six years old, married, has a pleasing personality; is an original thinker, a soughtafter lecturer on sales and advertising subjects, and a paid contributor to several leading magazines.

Address "A," Box 46, Printers'

Metropolitan Advertising Golfers Meet

THE final tournament of the season was held last week by the Metropolitan Advertising Golf Association at the Westchester Country Club, Rye, N. Y. E. C. Bennett, of The Erickson Company, Inc., New York, was elected president of the association at the dinner which followed the tournament. He succeeds Stuart Peabody, advertising manager of The Borden Company, Inc. C. W. Fuller, advertising manager of Holiday, was elected vice-president, and A. L. Cole, of *Popular Science*, was made treasurer. R. Coykendall, advertising manager, The Sportsman, was elected secretary.

Ensign W. Conklin was winner in the Class A group of the day's tournament, defeating Joseph N. McDonald, last year's winner, with a gross score of 119 against Mc-Donald's 124. Conklin also earned low gross and low net honors but his rights to these prizes were waived when he gained temporary possession of the President's Cup. Low net honors in the Class A group went to Carroll D. Newell. In the Class B group L. D. Fernald won low net and W. S. Bird took

low gross honors.
Winners and runners-up in the various flights were as follows:

Flight Winner

1 J. N. McDonald

2 Allan Brown

3 Merrill Lord

4 J. Livingston, Jr.

5 I. L. Thoren

6 F. C. Stevens

7 S. B. Field

8 E. Kelley

9 W. H. Carey

10 E. D. Moore

11 W. S. Bird

Runner-up Ray Maxwell J. Hindle J. Hindle
Harris B. Fenn
Clair Maxwell
R. Stuart
C. G. Wright
C. D. Newell
W. Beckerle
Hal R. Reed
G. S. Bokelund
T. L. Smith

CLASS B

Flight Winner

1 C. W. Fuller

2 E. J. Churchill

3 Court Smith

4 B. L. G. Rees

5 C. R. Marshall

6 P. B. West

7 J. P. Cunningham

8 C. F. Stark 67 BOLL Fernald 10

Runner-up Stuart Peabody L. Bristol D. St. Stewart D. Duke R. Fuller R. Fulle J. Danby C. Batters Hers

Death of G. F. Seeley

Death of G. F. Seeley
George F. Seeley, for some forty
years connected with the newspaper publishing business and for the last fourteen years treasurer of George F. McKiernan & Company, Chicago printers,
died at Chicago last week. In 1876
and in the subsequent four years he
was occupied with the establishment of
the Joliet, Ill., Dasily News and the
Lockport, Ill., Phoenix. He then became manager of the Fort Wayne, Ind.,
Newspaper Union for a four-year period. From 1886 to 1893 he was auditor and treasurer of the American
Press Association, New York, following
which he became president of Fenner,
Smith & Company, of that city.
He returned to the Joliet Dasily News
in 1909 in the capacity of business

in 1909 in the capacity of business manager. In 1916 he joined the Mc-Kiernan company. He was seventy-two years old when he died.

William Randolph Joins Raine Printing

William Randolph, production and copy chief of David-Campbell-Gibson, Baltimore advertising agency, has been appointed to the staff of the Kaine Printing and Publishing Company, of that city. He will direct the advertising and business affairs of the Maryland Motorist, official publication of the Automobile Club of Maryland, published by the Raine company. He will also be in charge of the customers' service bureau.

Texas Daily Press League Appointments

Donald H. Jones, formerly secretary and treasurer of Driggers-Foust-Jones, Dallas, Tex., advertising agency, has joined the office at that city of the Texas Daily Press League. Walter F. Doney, who recently joined the Dallas office of the Texas Daily Press League, has been transferred to the Chicago office. F. Suydam has also been added to the staff of the Chicago office.

Palmolive-Peet Acquires Kirkman Soap

The Colgate-Palmolive-Peet Company has acquired Kirkman & Son, manufacturers of soaps and toilet goods, through an exchange of stock. The Kirkman company was incorporated under the laws of New York State in 1999. The business was first established in 1837 by John Kirkman. The company manufactures laundry soap, washing powder, cleanser, soap chips, toilet soap and glycerine.

Utica Agency Takes Over Voorhees, Altermose & Martin

Wortmen, Brown & Company, Inc.,
Utica, N. Y., advertising agency, has
taken over by merger the Voorhees,
Altermose and Martin Advertising
Agency, New York, which will become
the New York office of the Wortman,
Brown agency. J. Stack Russell, formerly head of Voorhees, Altermose
and Martin, will be in charge.

Dig Deeper into the South

Through the Southern Methodist Publications, you can easily and economically reach more than a million good substantial white people -the very cream of the buying power of the South. Turn to Standard Rate and Data or let us send facts and figures on this great untapped fertile field. LAMAR & WHIT-MORE, Nashville, Tenn.

SOUTHERN METHODIST PUBLICATIONS

1,029,000 CIRCULATION

that roar like cannons or whisper like lovers. It has been said that we know exactly how to make cannon ads roar loudest, and how to infuse delicacy into the softest-spoken of advertisements.

SCHMIDT & LEPIS Fine Typography



228 E. 45th New York

PRINTERS' INK

Registered U. S. Patrot Office

A YOURNAL FOR ADVERTISERS
Founded 1888 by George P., Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OPPICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 5500. President and Secretary, J. I. ROMER. VICE-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GRO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland,

Issued Thursdays. Three dollars a year, \$1.50 for six mouths. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.
Advertising rates: Page, \$135:half page, \$67.50; quarter page, \$33.75; one-inch minimum. \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROY DICKIMSON, Associate Editor C.B. LARRABER, Associate Editor BERNARD A. GRIMES, News Editor

E. B. Weiss Arthur H. Little Thomas F. Walsh H. W. Marks

Andrew M. Howe
Andrew M. Howe
Eldridge Peterson
Walsh
Don Masson
S
Allen Dow

A. H. Deute, Special Contributor Chicago: G. A. Nichols Frederic Read Philip H. Erbes, Jr. London: Thomas Russell

NEW YORK, SEPTEMBER 25, 1930

Currents
Changes in distribution are coming along so fast they almost step on one another's

they almost step on one another's heels. As soon as we get used to the news that filling stations are to carry tires, another oil company announces that its retail outlets will carry all sorts of accessories

for the car, as well as tires.

Gibbs, Inc., of Baltimore, announces that the oyster is now independent of the alphabet and can be eaten the year round packed fourteen in a can of oyster stew. German strawberries arrive in Copenhagen via airplane to be eaten by Danes twenty hours after picking. A wholesale dealer in Grand Rapids uses the same method of transportation to ship 400 pounds of fish daily, packed in thermo-vacuum, aluminum refrigerator containers.

Quick frozen meats' have in-

creased sales in the Springfield, Mass., territory 300 per cent since the package idea was started Gobel sells prepared meats from the wagon to retailers on a new printed price-list basis. Sir Thomas Lipton in conjunction with another big food manufacturer buys a couple of chains in England to keep control of distribution. Voluntary chains in this country buy out small manufacturing plants and turn them to making brands distributed only by the chains.

In all parts of the world established methods of distribution are being changed, experiments are being made, nothing stays put for

long.

More than ever the necessity for the manufacturer to keep in close touch with consumers and retailers is made evident.

The small company, whose dirge has been sung so often by people who see only more and bigger mergers as a solution to the problems of the machine age, still has the advantage of being able to change quickly to meet new conditions as they arise.

The giant company is getting its executives out into the field more often than ever before, so that the management can keep in touch with these fast-moving currents, which offer both to small and large manufacturers the opportunity for new outlets, more sales, if they keep always foremost the ability and the courage to change products, methods and plans when new conditions call for them.

It was only a few The Private weeks ago that Brand the Standard Oil Whirligig Company of New Jersey announced that it would distribute tires through its filling stations. Sufficient time had elapsed, however, for independent tire dealers to become increasingly incensed over this new and unexpected competition until a point was reached which demanded an outlet for pent-up energy in the form of an indignation meeting.

The meeting was held last week in New York. It took the form of a mass meeting called by the Greater New York Tire Dealers Association. Ninety distributors attended the meeting.

The distributors had many complaints to make. They complained about certain tire manufacturers who sell direct to large fleet owners. They complained about mailorder competition. They complained most bitterly about the new gasoline filling station competition.

Then, having unburdened themselves of their woes, they turned to constructive things—how best to alleviate their troubles. Outstanding among the suggestions was one to the effect that the independents meet the competition of the private brands of the mailorder houses and the private brand of Standard Oil of New Jersey by co-operatively marketing a private brand of their own.

Thus begins the whirligig of the private brand. Meet private brand competition with private brands; fight fire with fire. In between the opposing forces, exposed to rear, frontal and flank attacks, is the manufacturer with the advertised brand.

In the tire industry, his position is one of his own making, if not his own choosing. Most of the private brand tires that have attained big sales volume are made by tire manufacturers who have their own nationally advertised brands. Probably the theory has been that the advertised brand ought to stand on its own feet; that it should not be coddled and that if it has intrinsic merit it will sell against any competition, including competition within the organization.

There is, undoubtedly, some merit to the theory. But what is the advertised brand to do when, through no fault of its own, its outlets are closed to it? When one private brand brings another private brand, where does the advertised brand fit in?

That is a question that more and more manufacturers, including certain tire producers, are going to find will demand an answer with growing insistence. We wonder whether there is any possible solution other than that suggested to the man who wants to eat his cake and have it, too.

It has been such Vour a pleasant pastime Business to tell jokes about and the the bombings in Racketeers Chicago that the average citizen has completely overlooked the fact that racketeering is not a form of life found only in Cook County, Illinois. Recent investigations of conditions in other cities have shown that the racketeer is a national figure and that racketeering is one of Amer-

ica's truly great industries.

A great deal has been written for popular consumption to point out that there is a racketeer in every town but, for some reason, all of this material has glided quickly over the heads of most business executives who, because they do not meet racketeers in their daily life, choose to believe that their businesses are not affected by our new and flourishing industry.

Not long ago in a village in Connecticut the manager of a chain store was murdered. Police investigated. They found that he had been murdered by racketeers who were engaged in the practice of stealing merchandise and then reselling it in small quantities to chain-store managers. This particular manager refused to be dishonest and therefore was put out of the way. Dr. Shirley Wynne, Health Commissioner of the City of New York, recently made serious charges that racketeering was adding millions of dollars to the cost of foodstuffs in that city. There you have in the small and in the large two evidences that racketeering is not a problem to be dealt with only by Chicago.

Because of the laughing tolerance of the vast majority of American citizens, racketeering has grown to its present size. Every milication is that it will continue to grow until some means is found to stop it.

The manufacturers of the United States must cease to look upon racketeering as something which touches them indirectly. When gangsters begin to control the distribution and prices of many of the commodities used by common man, then they become a serious factor in business life.

"Ever since the Why Not day after Labor Day," a Middle Western manu-Aug. 15 or Aug. 1?

facturer remarks, "people have been after me trying to sell me something. For a month before that time hardly a salesman came into this place; now there are many every day."

On September 2 metropolitan newspapers which had been going "light" all summer, began looking like themselves again. There was plenty of advertising; three and four sections were needed in place of the two-thin ones at that-used during the previous weeks.

A Chicago publisher's representative tells us that with the coming of September he has noticed a considerable difference in the extent of week-ends. They now last from Saturday afternoon until Monday morning instead of running from Thursday night to Tuesday morning as was the case much of the time during July and August. Not having to chase his prospects so much, he now finds

that he himself can work about five days a week.

Why this vast difference, this sudden change in business conditions? Why were things so no-ticeably better on Tuesday, Sep-tember 2, than on Friday, August 30? There was no change in fun-damentals. People had no more money; no miracle had intervened to bring the corn yield up to normal; hundreds of thousands were

still unemployed. Why then could not this important and inspiring revival of effort have started with August 15 or August 1? It could have: there is not a single reason to the contrary. But it didn't, because so many advertisers, including retailers, are creatures of custom. They slavishly follow traditions which seem to provide that business producing efforts shall start on cer-

tain arbitrary dates.

The day after Labor Day, it seems, is the official time for fall business to start, whereas it could just as well begin August 1. Many retailers do not think much of Christmas selling until the middle of November-custom again which

causes the sacrifices of many a dollar's worth of business that could be gained if the effort were started on October 1 or October 15.

It has been our observation, extending over a considerable period, that the so-called slack periods in the business year are largely artificial; they come because they are expected, looked for and waited for. It is during these times that the extent of the year's net profit, if any, is going to be decided. Here, obviously, is an unanswerable argument in favor of more consistency and continuity in the advertising program and less weekkneed yielding to custom.

Joins Badger and Browning Agency

Agency
Mrs. Dorothy Dwight Hutchison, formerly with Young & Rubicam, Inc., New
York advertising agency, has joined
Badger and Browning, Inc., advertising
agency of Boston, as an account executive. Before joining the Young &
Rubicam agency, Mrs. Hutchison was
with the J. Walter Thompson Company,
Inc., and Calkins & Holden, Inc.

Columbia Appoints Mary Brooks Picken

Mary Brooks Picken, advisory coun-sel of The G. Lynn Sumner Company, has been appointed instructor of the has been appointed instructor of the evening extension course given each year by Columbia University on the "Economics of Fashion." This course, which is given Monday evenings, was formerly conducted by Dr. Paul H. Nystrom.

Birmingham "News" Elects

J. E. Chappell James E. Chappell has been elected vice-president of the Birmingham, Ala., News. For the last eight years he has been assistant to the publisher and will also continue in that capacity. Mr. Chapell has been with the News for twenty years.

Mineral Water Account to

Touzalin Agency The Chewaukis Mineral Springs Company, Chicago, successor to the Sleepy Water Company, has placed its advertising account with the Charles H. Touzalin Agency, agency of that city.

New Account to Hutchins

Agency Electromatic Typewriters, Inc., Rechester, N. Y., has appointed the Hutchins Advertising Company of that city, to direct its advertising account. Business papers will be used.



Bringers of Commercial Imagination to American Business

THE ADVERTISING FOR

H-O QUICK COOKING OATS

"The miraculous plume of life and health"



is created and placed by

MCMULLEN, STERLING and CHALFANT, Inc.
250 PARK AVENUE
NEW YORK CITY

Advertising Club News

Texas Clubs Meet

Houston, Sept. 23.

'HE annual convention of the Tenth District Advertising Federation of America, was called to order by H. Wirte Steele, pre-siding officer. The address of welcome was given by Governor-Elect Ross S. Sterling, publisher of the Houston Post-Dispatch; the response by Lorry Jacobs, gover-

nor of the district.

Leslie M. Barton, managing director, 100,000 Group of American Cities, forecast the prospects of business during the next twelve months. He declared that business men who are not afraid to advertise in bad times, reap profits from their initiative and effort. He told how one Chicago department store spent \$24,000 December fifth last year and registered \$600,000 in sales. This same store on September second this year spent \$30,000, registering sales totalling \$750,000. Ray Wright, advertising director, Levy Bros. Dry Goods Company, took issue with Barton on the matter of one-day sales. He said it is far better to have constant business every day which results in lessened cost of distribution.

Gilbert T. Hodges, president, Advertising Federation of America, discussed the program of the association and its relations with

district activities.

J. B. Higden, San Antonio Express, was elected governor. Charles Ogden, Texas Outdoor Charles Advertising Association elected secretary; Harlan Fentriss, Herald, first vice-president; Earle M. Racey, Texas Outdoor Association, second vice-president.

Directors elected were: Lorry Jacobs, advertising manager, Southland Life Insurance Company; Mary Barker, and Charles B. Mills, Dallas; J. H. Allison, Wichita Falls; Donald Rein, Cohen and Pete Michael, Houston; Will Wood, Fort Worth; W. W. Watson, Beaumont; F. C. Besel and Thelma Gaines, Galveston.

O. C. Harn Discusses New Publisher's Statement

Details in connection with the pro

Details in connection with the proposed revision of the newspaper publisher's statement of the Audit Bureau of Circulations were discussed at the first meeting of the season of the Six Point League of New York, newspaper publishers' representatives. Copies of the new form were distributed for suggestions from those present.

Changes and reasons for the changes were explained by O. C. Harn, managing director of the Bureau. This revision, he said, is part of a program which has been under way for two years, starting with the magazine report which is the groundwork on which the revision is being based. Changes on the reports for business and farm papers were the next steps made.

the reports for business and farm papers were the next steps made.

In the revised report for newspapers, ratings of newspapers on return issues is left out. There is a strong sentiment on the part of some publishers, Mr. Harn explained, for retaining the paragraph on returns. It is felt, he said, that such a paragraph could be used to mislead the advertiser or advertising agency. Whether returns are given or not, he said, the publishers must give the net for paragraph eight, "Dally average of net paid circulation by areas and distribution methods."

It also is contemplated issuing in-

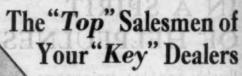
It also is contemplated issuing in-structions for the benefit of the ouyer which will interpret the paragraphs in the same manner as present instructions the same manner as present instructions govern the filling in for the benefit of circulation managers. Such a move, Mr. Harn said, would provide a guide for buyers in reading the reports.

Western Advertising Golfers Hold September Tournament

Hold September Tournament
Forty-eight members and guests of the
Western Advertising Golfers Association
competed in the organization's recent
September tournament. H. S. Stevens
was low gross winner for the day, while
H. B. Payne won the low net prize.
Winners and runners-up in the twelve
foursome flights were: H. S. Stevens
and W. B. Stewart; D. E. Sawyer and
W. B. Wadsworth; W. B. Schmidt and
Graham Patterson; G. F. McCallum and
J. P. Gassman; Leroy A. Kling and
Don Smith; W. O. Coleman and R. B.
Johnston; E. G. Johnson and Linn T.
Piper; H. B. Payne and Wallace Patterson; Ralph H. Niece and H. Eldredge
Cole; Jerome T. Seehoff and James
Mason; Willis B. Conant and Ralph K.
Rockwood, and H. G. Schuster and
John L. Sugden.

Cleveland Bureau Elects W. C. Platt

Warren C. Platt, owner and publisher of the National Petroleum News and The Bystander, Cleveland, has been appointed to the board of directors of the Cleveland Better Business Bureau. He succeeds S. A. Weissenburger, resigned.



What would it mean in 1931 sales if 5,000 of the best salesmen of your best dealers really got behind your product and intelligently sold it?

The Dartnell subscription plan for the salesmen's magazines opposite, reaches out for three or more "top" salesmen in every wideawake dealer organization, and gets them. These magazines offer you an easy way to train the dealers' salesmen.

Average number of salesmen subscribing from each dealer organization: FIVE. No dealer paper alone gives this blanket coverage. We deliver your sales message to these "key" salesmen at their homes.

The Dartnell Publications for Dealers' Salesmen

Office Equipment Salesman

Covers the "top" salesmen of dealers selling equipment to offices—\$2.00 a year—\$125 a page.

The Industrial Salesman

covers the "top" salesmen of mill supply houses selling equipment to factories — \$2.00 a year — \$125 a page. Home Utilities Salesman

eovers the "top" salesmen of dealers selling equipment to home owners—\$2.00 a year— \$125 a page.

> The Overseas Salesman

covers the "top" salesmen of leading distribators for American equipment abread — \$2.50 a year — \$125 a page.

4660 Ravenswood Avenue, Chicago Also publishers of "PRINTED SALESMANSHIP" the Dartnell magazine of sales promotional ideas.

OHA DAY

IN A SPIRIT OF HELPFULNESS

Frankly, we'd like to save you time. There are over a dozen excellent articles in the October issue of PRINTERS' INK MONTHLY and every one will challenge your attention.

Few of our readers have such a catholicity of taste that all these articles will appeal to them—and fewer have the time. For these reasons, we append a reader's digest. The issue will reach your desk on October 1. You do the rest.

Business-Like Remedies for Business Depression.

—By Lewis H. Haney. Mr. Haney, for those who don't know him, is an economist and head of the Business Research Bureau of New York University. His remedy for the present condition of business is to liquidate everything possible, take a loss where necesary, and get back to a solid foundation. He argues that even with our lesson still in front of us we are not learning anything from it—we are proceeding with the same equanimity that obsessed us a year ago.

Here Are Figures!—By Chester M. Wright, of the American Federation of Labor. Here are figures, indeed. This article came to us at about the same time as Mr. Haney's, and while it is in no wise an answer to Mr. Haney's article it is an answer to his particular brand of economics. Mr. Wright's article is an intelligent discussion of labor and goods with enough figures thrown in to make it quite apparent that industry will some day have to revise its thinking about this question—not of Capital and Labor but of products and the labor that produces them.

Eliminate the Non-Profiteer.—By C. B. Larrabee. There is one practice which puts a business on the rocks quicker and pulls down the integrity of an industry faster than any other. It is the practice of contracting to do business at less than the cost of

In add in anot Live! your p Man, b are bro urbane, Such a

PR

n.

ho

he

ry.

to

es-

ies are

ng

go.

the

in-

me

wer ric-

an

igh

in-

out

of

bee.

inof TOTALFRIDOR

manufacture. This is even more noticeable in times of business depression. There are reputable firms that will sanction such methods and their excuse is usually uneconomic—"anything to keep the wheels turning." In this way the other businesses in that industry suffer and bear the brunt of the mistakes of the poor business men.

The Chains Explain.—By H. M. Foster. This, the first of a series of two articles, presents the answers of the chain stores to the points which Mr. Foster raised in two earlier articles in the MONTHLY. It is not often that "the chains explain." These statements, by the biggest chain men in the country, may help to clarify your opinion. The status of the chains hasn't been clear to a great many of us.

6 Questions About That New Window Display.

—By N. J. Leigh. Here are six questions propounded by a man who "lives" window displays. His facts may be of help when you plan a revamping of your display material. The six points discussed are the fundamentals of display selling and cannot be ignored by anyone making use of point of sale appeal.

What Shall We Use With It?—By Gilbert P. Farrar, whose homilies on type faces and their uses get applause from a wide range of readers. This article is on the new display faces and what body types should go with them. Lack of knowledge on this subject gives us many of the atrocious pages which cast a blight on the fair name of advertising.

In addition: Home Grown Quotas, by an authority who cloaks himself in anonymity so that he may speak unabashed. Make Your Illustrations Live! Why use photographs if they don't tell your story and present your product in the best possible way? Education of an Advertising Man, by Aesop Glim. Aesop is still the fundamentalist but his subjects are broader; he does not teach so much as comment. Here, he is the urbane, cogent Man of Advertising — minus pedagogical robes. . . Such a résumé helps, doesn't it?

PRINTERS' INK MONTHLY

Little Schoolmaster's The Classroom

THE Schoolmaster is interested -in fact, he's practically amazed -by an announcement sent out by a distributing subsidiary of one of the automobile manufacturing companies to dealers in the subsidiary's territory. The announcement is concerned with an adjustment of retail prices. In the circumstances, "adjustment" seems to be the only word that within forty rows of apple trees approximates adequacy.

The extraordinary communication-obviously confidential-reads

in part as follows:

on all and
are reduced effective
new list prices, f. o. b.
are as follows:

are as follows:

(The list)

We shall immediately advertise
these prices adequately throughout
our territory. The delivered prices
for cars delivered beginning.
will be based as follows:
List price of car, plus regular
charges for freight, bandling and
bumpers, plus shock absorber charge
of \$25 on ... and \$30 on ...
and \$20 on ...
Price protection on cars in stock
and in transit as of ... will

and in transit as of will be credited to your account on the basis of your prevailing discount. Advertising and shock absorber charges for cars in stock and in transit to you will be debited against this price protection, inasmuch as you will collect these advertising and shock absorber charges in your new delivered prices.

The italics are the Schoolmaster's; and they serve to present the disturbing question: What have

we here?

By men closely in touch with its affairs, the Schoolmaster is told that the automotive industry is rather snatching at every marketing expedient that even seems to promise sales effect. For example, certain companies are permitting their cars to be sold at list prices that vary, geographically, the variance depending upon the dealers' respective financial situations-and hunches.

In the case before us, however,

there seems to be potentiality for consequences highly disturbing.

Let us of the Class assume that each of us is a dealer of this manufacturer. What are we to say to the customer who, carrying an advertisement of our "new list prices," comes into the salesroom to buy a car? How shall we break the news to him that shock absorbers are extra-how prevent him from believing that the industry has returned to those dark days when the "extras" included, seemingly, everything but the flywheel?

And that advertising charge! If we lie to the customer about it, why not lie with imagination and tell him that he's contributing to a fund to buy the company president a platinum-mounted yachting cap? On the other hand, if we tell him the truth and he says, "Advertising! Why, I've spent the past seventeen years in Africa and haven't even seen one of your advertisements. Why should I pay for entertainment that I haven't enjoyed?"-what shall we answer to that?

Your Schoolmaster gives it up. Because it's safer, he'll stick to

schoolmastering.

Do those engaged in the advertising business indulge in gossip more than those engaged in other businesses? Here is a question that should provoke Class discussion. Space buyers writing in PRINTERS' INK have criticized time taken in interviews to talk gossip. Other space buyers frankly have stated that they like to hear trade gossip when it is of possible usefulness to them.

The Schoolmaster does not believe that space salesmen lack discretion in observing the confidence that is imposed upon them concerning the activities of advertisers and advertising agencies. may gossip more than any other group of individuals in the business but that is because they are in a position to have more to talk about, not because those in other



Building Managers Selected All Materials and Equipment

Throughout the planning period, Klein & Kuhn, the building managers, held to their idea of making the building distinctive in design and finish. All specifications for ing distinctive in design and finish. All specifications for materials and equipment were passed upon by Klein & Kuhn before any bids were secured. This enabled them to select carefully the products that would best carry out their ideas for the building.

Klein & Kuhn, the building managers of the new Circle Tower, Indianapolis, selected the site, arranged the financing, advised on plans, selected the materials and equipment, and are now managing the completed building. This is what building managers are doing all over the country.

It is logical that these experienced building managers should follow this precedure as they must operate their building at a profit to the owners. These building managers have the buying power for materials and equipment, both for new construction and for the remadeling of office, apartment and commercial buildings.

Wise manufacturers are successfully selling these building owners and managers through their business paper, BUILDINGS AND BUILDING MANAGEMENT.

A. B. C. Guaranteed Paid Circulation



PORTER-LANGTRY CO., Publishers

Member 4.8.6. 139 NORTH CLARK ST., CHICAGO Member 4.8.9.

Basiera Office: 205 Madden Apr., New York Oldy

YOUNG SALES EXECUTIVE AVAILABLE

Due to a Merger

He is 35—college graduate, and has had a very successful record with umusual diversified experience; general administration; reorganization, sales building, advertising, financing and manufacturing. His forte in "sales building." Served as Assistant Division Sales Manager for a Mid-Westerr. company, completely rebuilt a run-down paint company, has been Eastern Sales Manager for a raw material corporation, which recently merged, hampering his opportunities.

He now seeks an opportunity where abilities can be used, where an analytically creative, well-balanced—yet aggressive—sales director is needed. Where hard work, experience, enthusiasm and results will be mutually beneficial.

Address "X," Box 43, Care of Printers' Ink

Experienced ADVERTISING MAN Available

Seeks connection with manufacturer as advertising manager of small firm or assistant advertising manager of large company.

Four years' agency experience—assistant advertising manager of large concern manufacturing cosmetics—editor and advertising manager of mublication.

Available on short notice. Salary at interview.

> Address "Z," Box 45 Printers' Ink

groups are less prone to talk. Nevertheless, there evidently is a feeling that publishers' advertising staffs need to be reminded that business placed with them must not be discussed with others. As evidence, the Schoolmaster describes a practice followed by one advertising agency. To each order is attached a sticker on which this is printed:

"This order is strictly confidential. We shall have to cancel it (and this privilege is hereby reserved) if you reveal any information regarding this order to any other publisher, advertiser or agent."

The Schoolmaster dropped into a Woolworth store the other day, as he often does, to see what's new in the 5-and-10-cent merchandising field. And, as usual, he was rewarded for his visit.

Almost in the center of the store—it was the one on the corner of Thirty-fifth Street and Broadway in New York—was a sight that the Schoolmaster had never before witnessed in a Woolworth establishment.

"Aha," he remarked to himself, "so this great chain has stooped at last to manufacturers' demonstrators!" This comment was inspired by a counter that was decorated in a manner unusual for Woolworth, and by the two salesgirls who were busy waiting on an exceptionally large throng of people.

The counter had a canopy built over it, supported by four columns, one at each corner. The top was covered with tinfoil, as were the supports, and they sparkled and glistened like silver. And that is just the impression that the store intended to convey, for all of this special trimming was in honor of a silver-plate ware sale. The sale consisted of what appeared to the Schoolmaster's eyes as the regular silverware that is almost always on display in Woolworth stores, and in addition a few larger pieces that undoubtedly were what store managers call "high cost merchandies"

The two girls who were selling this merchandise were dressed in some sort of gilt or silver trimmed

A. B. C.—

CHICAGO OCTOBER 23 AND 24

ALL ROADS WILL LEAD TO CHICAGO THE WEEK BEGINNING MONDAY, OCTOBER 20th.

PUBLISHERS AND ADVERTISING MEN FROM EVERY PART OF THE COUNTRY WILL BE THERE TO ATTEND THE

ANNUAL CONVENTION

AUDIT BUREAU OF CIRCULATIONS

THURSDAY and FRIDAY, OCTOBER 23 and 24

STEVENS HOTEL

PROGRAM

Thursday Morning, October 23, 10 o'clock
General Session—President's Report—Discussion of
Selected Topics

Thursday Afternoon—October 23, 2 o'clock Divisional Meetings

Friday Morning and Afternoon, October 24
General Session

Spend the week in Chicago. Attend the other important conventions scheduled for that week, BUT—save Thursday and Friday for the A. B. C. meetings.

Many important questions will be discussed and there will be talks by outstanding authorities in which all publishers and advertising men will be interested.

Audit Bureau of Circulations

165 West Wacker Drive Chicago

SPECIAL TRANSPORTATION RATES ON ALL RAILROADS

dresses and wore bands of silver cloth around their heads.

The display looked exactly like a manufacturer's display and, the Schoolmaster thought, the girls undoubtedly were hidden demonstrators—although "hidden" hardly seems to be the word.

One of the assistant managers, when questioned, insisted that the whole thing was conceived and put across by this one store itself. No manufacturer had anything to do with it—except obviously supplying the goods.

ing the goods.
Yes, he admitted, it was an unusual idea for a Woolworth store, but the results were proving that it was worth while. Not only was the store permitted to use its originality in this way, but it also had installed a window display in connection with the sale that was unique for a chain store. This consisted of a mountain built of tinfoil and partly covered with flat silverware. Around this mountain a number of little gnomes carrying knives and forks and spoons wound their way. It was a most attractive window, made doubly so

by the movement of the gnomes. The Schoolmaster has described these displays in detail because he believes that many members of the Class probably have the same idea about the large chain organizations, namely, that the store managers are given little if any opportunity to show any originality or individuality. But evidently Woolworth is allowing its local managers to do a little thinking on their own.

The new Grape-Nuts package brings a little lesson in the elimination of unnecessary words that should be of help to those copy writers who find themselves forced to put into their copy a lot of seemingly extraneous matter, such as directions for use, etc.

On the old package there was, near the top, a dotted line above which were the words, "Cut here," and below these words, "Slit with sharp knife along dotted line. Squeeze edges to form gap for pouring. Don't cut off top." A total of twenty words. On the new package the dotted line still

Here May Be The Man You Need

Wide acquaintance and valuable contacts with many lines; department and chain stores; automotive equipment jobbers; national advertisers and advertising agencies; wholesale, retail and banking fields.

Successful in merchandising products which have been foreign to previous experience, personal selling, and directing a national sales force. Possesses record of accomplishment; is a good-will builder and new business producer. Seeks permanent connection of broad scope and large field. New York City headquarters preferred, although not adverse to traveling.

Sixteen years' experience management and sales. American, Protestant; 39 years old; married; well educated; unquestionable credentials; now employed, but desirous of changing for personal reasons.

Address "Y," Box 44, Printers' Ink.

remains but there are no words above it and below it is the following laconic message: "To open cut along this line and squeeze package." A total of nine words and yet the second message is more effective and just as complete as the first.

So many packages are cluttered up with useless verbiage that it is refreshing to see again an example of a manufacturer who has taken definite steps to cut down the word burden the package has to carry.

"Before adopting it, test it." This is an old rule in merchandising that has been emphasized many times in PRINTERS' INK. Schoolmaster has heard of another instance. A manufacturer of a line of nationally distributed small items, all closely related, decided that perhaps he wasn't getting all of the business he should be getting. He sells through electrical dealers and has built up an enviable list of outlets during the last thirty years. But you know how dealers are; they didn't seem to take the interest in the line that the manufacturer was sure it was entitled to.

"Perhaps," he thought, "I could take these things directly to the consumers via house-to-house can-

Do You Want This Advertising Manager?

Background of ten years' experience as account executive and copy writer with agency where he is at present employed. Has planned advertising and merchandising campaigns for many products in wide variety of consumer, industrial and institutional fields. Experienced in market surveys and field investigations. College and university trained. Studious and analytical mind. Strong personality, we have a superience and ability to the detailed solution of some manufacturer's problems. Salary \$7500. Personal interview arranged.

Address "B," Box 47, Printers' Ink

The Merchandising Paper in the Lumber Field

How to sell more at a bigger profit is the topic that interests all lumber and building material dealers today. The American Lumberman is 100% in step with this development. Write for

American fumberman

Est. 1873 CHICAGO A.B.C.

THERE ARE

64,000

English-Reading

91% of them take the

St. Paul Dispatch

WINDOWS

that increase business from 300 to 400%

Write about Our Tested Display Plan

Neighborhood Stores Display Service, Inc.

509 S. Franklin St. Chicago, Ill.

"GIBBONS knows CANADA"

A Thoroly Schooled Promotion and Business Executive

with unusually successful record for bringing new life and revenue to ailing publications is available for consultation, or will give whole or part-time to organization work. Address "C" Box 48, Printers' Ink.

Copy Man Wanted

An Eastern agency (not in New York) needs a trained copy man who wants to build permanently into well-established organization handling a million and a half in known national accounts. \$3,000 per year. Give full story in first letter. Photograph and samples will help. Replies held in confidence.

Address "E," Bex 190 Printers' Ink

Advertising Manager

Looking forward to a future of promise, a young man, college trained, thirty years of age, with seven years' advertising and sales experience, wishes to present his record to: a growing concern needing an advertising manager.

At the present time and for the past six years he has been employed as "Lieutenant" to director of advertising of one of America's leading international advertisers. This association with one of the keenest minds in the profession managing a million and a half appropriation annually, has given him a thorough training and experience in general advertising department administration, appearising advertising values, printing, art, engraving, special camonisms, etc.

department administration, appraising advertising values, printing, art, engraving, special campaigns, etc.

The connection (in Chicago preferred) and what a capable man can make of it, is of immediate concern; salary for the moment is secondary.

Address "R," Box 188, Printers' Ink.

vassing methods. Maybe I could get boys all over the country to sell my line."

This seemed like a grand idea, especially since many of the numbers in the line were sold to boys. But this manufacturer had been in the business long enough to knowbetter than to jump into a new distribution plan in a hurry.

So he decided to test the idea. He sent out two men from the sales promotion department—both of whom had been top-notch salesmen—with sample cases containing the leading items in his line. One went to a small city in New York State, the other to a comparable city in Connecticut. Each made the same number of house-to-house calls—250; and each one sold exactly the same number of items—one.

Now this manufacturer is thinking of putting a slogan in everyone of his offices: "Before adopting it, test it."

Appoints Albert L. Lauer Agency

The Battery Equipment & Supply Company, Chicago, manufacturer of Besco battery equipment, has placed its advertising account with Albert L. Lauer, Inc., advertising agency of that city.

Heads Divco-Detroit

John Nicol, formerly vice-president and general manager of the Divco-Detroit Corporation, Detroit, has been elected president of that company. He continues as general manager. C. H. L. Flintermann has been made chairman of the board.

Young Man Desires Advertising Position

Net because he thinks it would be fun, he's learned that in 3 years, of Chicago newspaper work. He wants to work hard. Heen to night school, and still going. Versed in Typography and Layout, Campaigns, media, mechanics of preducties, and copy. Doesn't want much money; knows he couldn't get it to start anyway. But he does want a start and will put in some darn good licks for the man that hives him. Has a job roow incidentally, but will leave it bee an experiently.

"D," Box 49, Printers' Ink, Si South La Salle B4., Chicago, Di.

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75 First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

WANTED—One strong business publication, to represent with my present paper. Adv. Salesman, 1506 Merchandise Mart, Chicago.

A CHICAGO REPRESENTATIVE WANTED who can conscientiously represent another publication in the industrial field on a flat commission basis. Give complete details of activities when applying. Box 733, Printers' Ink.

Established Chicago Publishers Represent another of complete details of activities when applying. Box 733, Printers' Ink.

Established Chicago Publishers Represent publication (or group) with income possibility of \$5,000 to \$10,000 annually. Three experienced men with proven ability to hold and increase space. Now cover Wia, Ill., Indi. Mich., Mo. Box 711, Printers' Ink., Chicago Office.

CALIFORNIA BUSINESS NEWS
Accurate information about any industrial field; market articles; special reports; personal news. Space or time basis. Headquarters in Los Angeles with experienced representatives San Francisco and other cities, covering state. Inquiry invited from class, trade, industrial publications. Bax 70%, P. I.

FOR SALE

One- or Two-man Trade Paper. Ideal merchandising field. Gross 25% above last year to date. Fertile ground for future. About \$20,000. Owner has other interest to promote. Write Box 716, Printers' Ink.

TO GLOSE AN ESTATE: PRINTING MACHINERY at a fraction of its value, consisting of BABCOCK 2-revolution presses, 33 x 47 and 43 x 56; THOM-SON and GORDON Job Presses; 44" OSWEGO Automatic Paper Cutter; 20 x 30 Cutting and Creasing Press. Machines can be seen on premises of THE RATHBUN & BIRD COMPANY, INC., 85 Grand Street, New York.

EMPLOYMENT SERVICES

General Managers, Sales Managers, District Managers, Adversing Managers, Comptrollers, Treasurers and other important men have for twelve (12) years engaged us to negotiate new connections, INDIVIDUAL. CONFIDENTIAL. Jacob Penn, Inc.; 535 Fifth Avenus, Corner 44th Street. Established in 1919.

Confidentially consult Walter A. Lewen, formerly with "C & H" and other 4A's. Attractive opportunities listed daily for experienced agency personnel. Register Free, 9-2 P. M. Vocational Bureau, Inc., 106 W. 40th St., N. Y. C. PENNA. 5889.

Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, cierical. Individual attention to all placements by Elizabeth Muncy, for 10 years in charge of employment bureau for AAAA.

Muncy Placement Service

Caledonia 2611 280 Madison Avenue, New York City

HELP WANTED

PRINTING SALESMAN part-time selling Hooven typewritten letters. Territory unrestricted in New York City. Paul M. Hooven Corporation, 25 West 18th Street, New York City.

ADVERTISING SALESMEN — Pull or part time; original direct mail plan; repeats; big seller; big down payment with each order. Give experience. Box 710, Printers' Ink.

Opportunity on outstanding business publication for experienced copy and promotional writer, preferably with some merchandising experience. Submit full details by letter. Box 732, P. I.

Vice-Presidency small Southern agency, recognized, modern, progressive, good territory offered to business-getter who will prove ability on commission basis for mutually determined trial period. Give full details self, experience, etc. Box 734, P. I.

HOOVEN SALESMAN with established clientele for Hooven typewritten letters, Fine opportunity for experienced man; 100% shop co-operation; territory not restricted. Paul M. Hooven Corporation, 25 West 18th Street, New York City.

Exceptional Opportunity for thoroughly experienced display sign salesmen offered by one of the oldest and most widely known concerns in this field. Substantial commissions to right men. Send outline of experience and names of references. Box 741, Printers' Ink.

SALESMAN—Energetic young man for established Art Service to assist sales manager in contacting advertising agencies. Must have thorough knowledge of art processes and reproduction, also photography. Opportunity for advancement. State experience. Box 714, P. L.

OOPY WRITER — Not over 35, must have had wide agency experience, sound economic background, write in choice English phraseology, have resourceful ideas and be able to quickly and fluently express them. College education essential. Salary \$100. The advertiser is a large internationally known Christian advertising organization. In reply give complete particulars including previous experience, present occupation, astionality, age, etc. Box 708, Printers' Ink.

ASSISTANT PRODUCTION MANAGER Somewhere there is an up and coming young man with a thorough seasoning in agency production—a hard-working intelligent chap with his eye towards the future. To such a man, an A.A.A. agency, four hours from New York, offers a real opportunity.

Write in full detail, giving complete experience and stating salary expected. Box 706, Printers' Ink.

Local Field Investigators Men and women of business training for market and advertising research, in their own communities. Work consists of dealer, jobber, consumer interviews. Irregular and intermittent assignments, from a day to a week at a time, but a permanent connection with our staff if satisfactory. Write full details of experience. Arnold Research Service, 45 West 45th Street, New York City.

SALESMANAGER of outstanding ability and extensive experience in the grocery field. Only those with highest qualifications need apply. State age, education, salary expected, and full details of experience. Box 738, Printers' Ink.

POSITIONS WANTED

ARTIST—A-1 PHOTO RETOUCHER, SPECIALIZED IN JEWELRY—wants with get connection manufacturers, in New York City. Box 705, Printers' Ink.

Mr. Newspaper Publisher:

Let me give you my reasons for be-lieving I can do a thoroughly good job selling space to local advertisers. Box 702, Printers' Ink.

ADVERTISING MAN of proved ability production and administration. grounded. Once owned own agency. Later with one of largest corporations in United States. Will consider any promising proposition. Can direct sales. Exceptional references. Box 713, Printers' Ink.

SUBSCRIPTION MANAGER

Seven years' general magazine subscription experience. Now handling complete department for group of magazines. Knows A. B. C. regulations thoroughly. Age 35. Write Box 735, Printers' Ink.

TYPE—LAYOUT—PRODUCTION

Young man with thorough knowledge of type, ability to make better-class layouts, and a knack for doing things—right. Now employed. Box 728, Printers' Ink.

Exceptional Secretary

Young woman with wide literary training; rapid and accurate stenographer. Diversified experience with large publisher, preparing difficult manuscript. Intel! gent, diplematic personality. Would be invaluable to author, editor or agency. Box 722, P. I.

ADVERTISING SALESMAN — EAST-ERN TERRITORY. 10 years success-ful selling on high grade trade and class magazines. Hard, intelligent worker. Box 719, Printers' Ink.

Editorial Assistant—Young woman, well educated, experienced, capable and careful worker, can assume responsibility, two languages, best references, will ad-just salary. Box 727, Printers' Ink.

Young man, A1 letterer on national and local accounts, good all-around man, agency and studio experienced. Box 704, Printers' Ink.

ADVERTISING SALESMAN-26, loyal, honest, steady, hard worker with excel-lent record of achievement seeks connec-Not looking for soft snap. nces. Box 740, Printers'

Assistant Advertising Manager - 10 years' experience large manufacturer, agency and class publication. Can lift all details from a busy executive's shoulders. College graduate, 31, married. Box 730, P.I.

COPY MAN-talented, plenty of ideas, agency experienced, trained in modern layout technique—seeks connection with medium agency. Will go anywhere, own expense for test period. 29. \$75. Box 725, P. I.

Agency, Advertiser: Here's an ambitious young man with sound working knowledge and experience in art production and contacting. Wants connection with progressive, creative firm. Box 731, P. L.

ADVERTISING SALESMAN — PART TIME. Can devote half of week to reputable trade journal in N. Y. terri-tory. Thorough knowledge trade jour-nalism. Have own office. Box 720, P. I.

Young Lady-complete charge of small agency for several years, outside selling and newspaper experience, possesses in-telligence, initiative, tact—desires agency or newspaper connection. Box 726, P. I.

PRINTERS Here is a real result-getter. A

copy, contact and layout man with broad experience. Box 729, P. I.

Experienced in Both Production and Research. Wishes to make connection with recognized agency, publisher, or any advertising dept. Age 23, three years at N. U., specializing in Advertising. Box 718, Printers' Ink.

FASHION COPY WRITER, STYLIST, NATIONAL REPUTATION, WANTS FREE-LANCE CONNECTION. BOX 737, PRINTERS' INK.

Twelve and One-half Years as Sales and Advertising Manager of one of the hest-known, nationally advertised products in the Grocery Field consistions throughout the United States and Canada as well as an acquaintance with Chain Stores, Independents and Johbers. Would like to help some live, wide-awake concern merchandring to grocers. Box 236. Printers' Isk.

Box 736, Printers' Ink.

ABBOOLATE EDITOR OF LEADING INDUSTRIAL MAGAZINE wants to break in on copy and production work with agency. Young, ambitious, best references. Box 715, Printers' Ink.

ARTIST—ART DIRECTOR
LAYOUT—DUMMIES—IDEA—PRODUCTION—ART AND ENGRAVING.
Of value to small agency or printer. Age
29. Box 724, Printers' Ink.

BALES EXECUTIVE

Have personally sold advertising space, merchandise and specialties successfully for years. I have successfully managed organization, want to associate with magazine, agency or manufacturer. Highest credentials. Box 723, Printers' Ink.

EXECUTIVE: A dependable assistant for an Executive seeking new position, due to relocation former position. Experienced in taking care of office details, checking important work, control accounts, office management, secretarial work. Reliable, of good health, would take moderate salary, references and testimonials. Box 712, P. I.

THIS YOUNG MAN believing in the importance of a right start, is ager to go to work for an advertising agency at no salary until he has proved himself worthy of one. 22, college graduate, thorough training in advertising, background of retail sales experience, with character references of the best. Wrote for all college publications. Ambitious te do copy. . start in anything leading up to it. Box 701, P. I.

\$75 A WEEK buys a 29-year-old copy man, who can draw as well as he writea. An ideal combination for an agency visualizer, or an advertising manager for a small manufacturer. Box 717, P. I.

CAPABLE YOUNG WOMAN

Five years in retail copy and layout, fashions, sales promotion, display and newspaper editorial work. University graduate. Box 742, Printers' Ink.

Sales Prometion connection wanted by young man, 27, married; 5 years experrience copy writer, layout, reporter, correspondent, salesmen; university education; sales management. Studied under S. Roland Halt. Box 703, Printers' Int.

Typographer-Superintendent—Man, 32, married. Advertising and Printing trained. Eight years proprietor. Did not go broke! Would be invaluable in executive position in Advertising Department, Printing Plant, Department Store, Publishing House. Salary moderate. Opportunity necessary. Box 709, P. I.

For the Medium Size Agency Executive

\$3,000 for man with six years' newspaper, magazine and manufacturers advertising experience. Salesman, continuity and general copy writing experience. Now Assistant Adv. Mgr. large Peanut and Frozen Foods Co. Age 26, college education, good personality, capable. Write Box 739, Printers' Ink.

11,067

binders are now being used by subscribers to Printers' Ink

Most of the articles in each issue are of more than timely interest. Long after they appear you will find in them points that will help you decide a current sales or advertising problem of your own.

To make these files more accessible we sell binders at cost. Weekly binder holding seven to nine copies \$1.25 postpaid, and the Monthly holding nine copies \$2.00 postpaid.

Printers' Ink Publications
185 Madison Ave. New York



Table of Contents

Chain Stores Weighed in the Balance M. M. Zimmerman.	
I'm Thinking About Last Christmas—and Wondering Do the S. Cowling, Director of Sales, Lucien Lelong, Inc.	1
Adjuster Consumer Direct Mail to the Needs of Each Dealer Charles G. Muller.	
More Jolts for "Entertainment" at Advertising Meetings G. A. Nichols.	200
Dr. Jehn T. Dorrance, Advertiser, Dies.	
How to Pick, Pay and Handle Foreign Sales Representatives	4
Eta Bita Pie-More Merchandising Than Greek.	115
Every Salesman Had a Chance in This Contest K. Warren Fawcert, of the Willhelm Lubrication Company	10 k
What Groucho Says.	5
Punlama Stack Ownership in Advertising Apareles	7
Pictorial Typography W. Livingston Larned	6
Beauty in the Machine Age EARNEST ELMO CALKINS, President, Calkins & Holden, Inc	7
"A Crowing Man Interests Only Two Ears"	8
Are Company Athletic Teams Worth While!	8
Ford, Big Business, Prosperity	9
"Sock the Surplus"—The Battle Cry of a New Campaign FRANK J. TAYLON	10
Seven Common Denominators of Marketing Securities and Merchandise PAUL T. CHERINGTON, Director of Research, J. Walter Thompson Co	10
Getting Factory and Office Workers to Hustle for Orders	11
Financial Advertisers Take Inventory	12
Life Savers Increases a Product's Sales 149 Per Cent	12
Fast-Moving Currents—The Private Brand Whirligig—Your Business and the Racketeers—Why Not Aug. 15 or Aug. 1?	14
The Little School Master's Classroom	15.

Ev Sci sal

Un is j Pic me



Controlling the Retail Store Meetings

Every other Thursday evening throughout the year, Hart Schaffner & Marx dealers hold meetings with their retail salesmen.

Under Hart Schaffner & Marx supervision, each meeting is planned and prepared at the home office by Jam Handy Picture Service and controlled by complete material mailed to the dealers.

"Through the eye," dealers and salesmen get the best selling thought of the organization in a way that is interesting, convincing, and remembered,

Let us show you how Hart Schaffner & Marx and other outstanding selling organizations use this proven training method that costs remarkably little and is reinforced by national field service.

Jam Handy Picture Service

6227 Broadway, Chicago

Slidefilms Motion Pictures Animated Drawings Sound Pictures

New York, Chanin Bldg.—Detroit, General Motors Bldg.—Cleveland, Hanna Bldg.—Dayton, Reibold Bldg.—Regional Sales and Service at Principal Points Throughout the United States.



WOMEN'S CLOTHING

advertisers during the first eight months of this year bought

363,244 MORE

lines of advertising in the Chicago Tribune than in any other Chicago newspaper.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, August, 1930: 827,357 Daily: 1,028,337 Sunday s, 19<u>3</u>

ne

he

E